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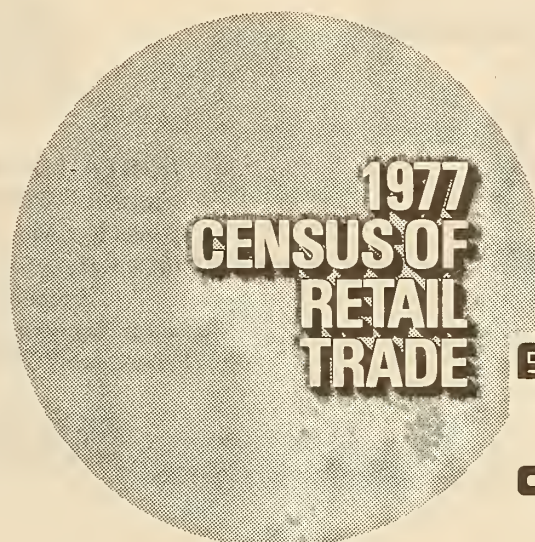
v. 2
pt. 22

Major Retail Centers
in Standard Metropolitan
Statistical Areas

Massachusetts

1977 CENSUS OF RETAIL TRADE





Major Retail Centers
in Standard Metropolitan
Statistical Areas

Massachusetts



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ACKNOWLEDGMENTS—Many persons participated in the various activities of the 1977 Census of Retail Trade. Primary direction of the program was performed by Shirley Kallek, Associate Director for Economic Fields, and Richard B. Quanrud, Assistant Director for Economic and Agriculture Censuses.

This report was prepared in the Business Division under the general direction of Tyler R. Sturdevant, Chief. Michael G. Farrell, Assistant Chief for Census Programs, was responsible for overall planning and management of the Division's census programs; he also coordinated activities with other divisions.

Planning and implementing this report were under the direction of Bobby E. Russell, Chief, Retail Census Branch, with primary staff assistance by Dennis P. Pike, Mark E. Wallace, Merrihew Scarborough, Don Overton, Scott Dillon, and John Vignali. Alvin H. Barten, assisted by Sidney O. Marcus, coordinated activities, specifications, and procedures with the other economic censuses. Computer programs were developed under the general supervision of Heyward D. Glisson, Assistant Division Chief for Data Processing. William C. Wester, Chief, Census Programing Branch, assisted by Andrew K. Nelson and Leonard S. Sammarco, was primarily responsible for planning and implementing the programs.

Bureau delineation of major retail centers was conducted by the Field Division, Richard Burt, Chief, under the direction of Darren Althouse, Chief, Economic Surveys Branch, assisted by John Guest.

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This report is a retabulation of selected data from the 1977 Census of Retail Trade previously included in the Geographic Area Series (RC77-A) of reports. The many individuals who contributed to the planning, implementation, and review of the entire census thereby helped make this report possible.

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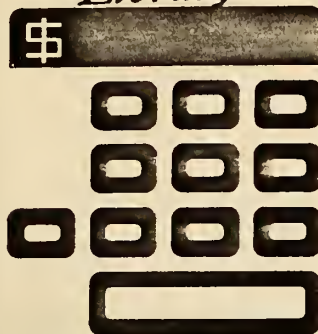
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Major Retail Center Series

Final Report

CHANGE SHEET

The partial table reproduced below contains a revision to a column titling error previously published. Rather than "Payroll first quarter 1977," the column should have been titled "Payroll first quarter 1972." States for which this correction applies are listed below the table.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	Arizona (RC77-C-3)					
	Delaware (RC77-C-8)					
	Idaho (RC77-C-13)					
	Iowa (RC77-C-16)					
	Kansas (RC77-C-17)					
	Maine (RC77-C-20)					
	Maryland (RC77-C-21)					
	Massachusetts (RC77-C-22)					
	Minnesota (RC77-C-24)					
	Mississippi (RC77-C-25)					
	Montana (RC77-C-27)					
	Nebraska (RC77-C-28)					
	Nevada (RC77-C-29)					
	New Hampshire (RC77-C-30)					
	New Mexico (RC77-C-32)					
	North Dakota (RC77-C-35)					
	Rhode Island (RC77-C-40)					
	Utah (RC77-C-45)					
	Wisconsin (RC77-C-49)					



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WHAT IS IN THE TABLES

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers			
					No. 2	No. 3	No. 4	No. 5

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district ²	City	Standard metropolitan statistical area

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales	
		City	Standard metropolitan statistical area	Central business district	Standard metropolitan statistical area

AIDS TO TABLE USE

DESCRIPTIONS OF MAJOR RETAIL CENTERS

The boundaries of each major retail center are described in appendix E. Descriptions begin with the north boundary and continue clockwise through all the boundaries.

MAPS

The report includes a map of each standard metropolitan statistical area (SMSA) and of each central business district (CBD), showing CBD boundary streets, major roads, and census tracts. It also includes a map showing the location of each CBD, major retail center (MRC), and central city in the SMSA.

DOLLAR VALUES

All dollar values presented in this report are expressed in current dollars (i.e., 1977 data are expressed in 1977 dollars and 1972 data are expressed in 1972 dollars).

ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used in this publication:

CBD	Central Business District.
(D)	Withheld to avoid disclosing data for individual companies.
MRC	Major Retail Center.
(NA)	Not available.
(NC)	Not comparable.
SIC	Standard Industrial Classification.
SMSA	Standard Metropolitan Statistical Area.
(X)	Not applicable.
—	Zero.

INTRODUCTION

HISTORY OF THE ECONOMIC CENSUSES	V
USES OF THE ECONOMIC CENSUSES	V
AUTHORITY AND SCOPE OF THE ECONOMIC CENSUSES	V
CENSUS OF RETAIL TRADE	V
MAJOR RETAIL CENTERS	VI
CENSUS DISCLOSURE RULES	VII
GEOGRAPHIC AREAS COVERED	VII

HISTORY OF THE ECONOMIC CENSUSES

The economic censuses are comprehensive and periodic canvasses of the Nation's industrial and business activities. Taken by the Census Bureau, a part of the U.S. Department of Commerce, the censuses provide a detailed statistical profile of a large segment of the national economy.

The first economic census of the United States was conducted as part of the 1810 decennial census, when inquiries on manufacturing were included with the census of population. All other decennial censuses through 1900, except in 1830, contained questions on manufacturing. In 1904 the quinquennial census of manufacturing began. It was conducted every fifth year until 1920 and every second year from 1921 to 1939. Although some distributive trade data were collected in the decennial census of 1840, the first census of business was taken in 1929. It covered only retail and wholesale trades, but beginning with the second business census in 1933 and in succeeding censuses various services also have been included. Business censuses were subsequently taken for 1935 and 1939 and after a wartime interruption were resumed in 1948. Beginning in 1954, and continuing in the censuses of 1958, 1963, 1967, and 1972, the business censuses have been conducted concurrently with the censuses of manufactures and mineral industries. Beginning with the 1967 censuses, Congress authorized the economic censuses to be taken at 5-year intervals covering years ending in "2" and "7".

USES OF THE ECONOMIC CENSUSES

The economic censuses are the primary source of facts about the structure and functioning of the economy and, therefore, provide information essential for both government and business. The censuses furnish an important part of the framework for such composite measures as the national accounts. In forecasting and planning, they are especially useful in analyzing the national product in terms of the transactions that determine its size and composition. The economic censuses also provide weights and benchmarks for indexes of industrial production, productivity, and price, all of which are essential for understanding current economic developments.

Manufacturers and distributors make widespread use of the economic censuses in establishing measures of their potential markets by areas, kinds of businesses, and kinds of products. Management in various industries and trades get facts from them

for use in economic or sales forecasting, analyzing sales performance, laying out sales territories, allocating advertising budgets, and locating plants, warehouses, and stores. Trade organizations use census statistics for insight into changes in the structure of industry. State and local governments use the geographic detail that describes the patterns of economic change in individual communities. Local business organizations and research groups do too.

Following every census, reports are purchased by thousands of businesses and other users; likewise, census facts are widely disseminated by trade associations, business journals, and the daily press. Volumes containing census statistics are available in most major public and college libraries.

AUTHORITY AND SCOPE OF THE ECONOMIC CENSUSES

The economic censuses are required by law under title 13 of the United States Code, sections 131, 191, and 224, which direct that they be taken at 5-year intervals. The 1977 Economic Censuses covered manufacturing, mining and quarrying, construction industries, retail trade, wholesale trade, service industries, and selected transportation activities. The next economic censuses are scheduled to be taken in 1983 covering the year 1982.

CENSUS OF RETAIL TRADE

The 1977 Census of Retail Trade, part of the 1977 Economic Censuses, covered retail trade as defined in the Standard Industrial Classification (SIC) Manual.¹ It included all establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. It excluded governmental organizations classified in the covered industries except for liquor stores operated by State and local governments. It also excluded data for direct sellers (SIC 5963) with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the Federal Government. In the Major Retail Center series of reports only, data for nonstore retailers (SIC 596) were excluded. The basic tabulations in this report do not include data for central administrative offices (CAO's), captive warehouses, and other units which service or are auxiliary to retail establishments within the same organization. Data for CAO's and auxiliaries will be found in a subsequent report issued as part of the subject series of the 1977 Enterprise Statistics survey.

¹ Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. 1977 Supplement. Stock No. 003-005-00176-0. Price 90 cents.

For the 1977 Census of Retail Trade, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent questionnaires to be completed and returned to the Bureau by mail. For most very small firms, including those with no paid employees, data from existing records of the Internal Revenue Service (IRS) and the Social Security Administration (SSA) were used instead. The two sources produced basic information on location, kind of business, volume of sales and payrolls, and number of employees. In addition, more detailed information for selected kinds of business was obtained on the various questionnaires.

Appendix A gives a more detailed explanation of census coverage and methodology.

MAJOR RETAIL CENTERS

This report represents a recompilation of data collected in the 1977 Census of Retail Trade into the two types of areas which have been delineated for the report: (1) Central business districts (CBD's); and (2) major retail centers (MRC's). The report covers each standard metropolitan statistical area (SMSA) in the State and presents statistics for these concentrations of retail stores located in each SMSA.

Delineation

The delineation of central business districts was determined in consultation with local census statistical areas committees (CSAC's). However, some eligible cities do not have a CBD because they chose not to participate in the CBD delineation program. The CSAC's were also invited to participate for the first time in both the delineation of major retail centers and the listing of stores in the delineated areas, following guidelines provided by the Bureau. Approximately 85 percent of the CSAC's participated. In preparing for the evaluation and implementation of the MRC program, the Bureau suggested that a broad cross section of local data users involved with retail trade data be urged to provide input to the CSAC.

A major advantage was realized by CSAC's which chose to participate in the MRC delineation program. The people most familiar with the local metropolitan area and its concentration of retail activity became involved in delineating the MRC's in their own areas. In areas where CSAC's did not participate, a Bureau employee did the delineation of MRC's and the listing of stores in the delineated areas. Appendix F identifies which areas were delineated by CSAC's and which were delineated by the Bureau.

Central Business District

A "central business district," as defined by the Bureau, is the defined downtown retail area of an SMSA central city, or other SMSA city of 50,000 or more persons. A CBD is an area of very high land valuation; high concentration of retail businesses, offices, theaters, hotels, and "service" businesses; and high traffic flow. It is defined by existing census tract boundaries and consists of one or more whole census tracts. Census tracts are small, relatively permanent areas into which large cities and adjacent areas have been divided to show comparable small-area

statistics. Data for CBD's are published only in reports of the census of retail trade.

In 1972, CBD's were enumerated only for SMSA cities with 100,000 inhabitants or more. The CBD definition for 1977 was changed so that areas defined as downtown business areas (DBA's) in the 1972 censuses became CBD's for the 1977 censuses.

Major Retail Center

A "major retail center" is a concentration of at least 25 retail stores¹ located inside an SMSA but outside a CBD. At least one of the 25 stores must be a general merchandise store (SIC 53) with a minimum of 100,000 square feet of total under-roof floor space.² MRC's include planned suburban shopping centers as well as unplanned centers such as older "string streets" (continuous businesses along a thoroughfare with few cross streets containing any businesses) and combinations of planned and unplanned centers. Where the MRC is a planned center, the boundaries encompass all retail stores in the center. Where the MRC is an unplanned center, each block within the boundaries should have at least one general merchandise store (SIC 53); apparel store (SIC 56); furniture, home furnishings and equipment store (SIC 57); or miscellaneous shopping goods store (SIC 594). MRC's are defined in SMSA's existing as of December 31, 1977, except for the last five SMSA's defined (see Geographic Areas Covered). Data for MRC's are published only in the census of retail trade.

In 1972, MRC's were defined by the Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical area but outside the CBD) having at least \$5 million in retail sales and at least 10 retail establishments, one of which was classified as a department store (SIC 531).

Historical Data

The report on major retail centers was begun as a part of the 1954 Census of Business, which provided data for 95 CBD's. In the 1958 Census of Business, data were published for 109 CBD's and, for the first time, for 472 MRC's located in 97 SMSA's. The 1963 Census of Business included data for 131 CBD's and 972 MRC's located in 116 SMSA's. In the 1967 Census of Business, the program was expanded to cover all 230 SMSA's, containing 134 CBD's and 1,556 MRC's. The 1972 Census of Retail Trade covered 259 SMSA's, containing 144 CBD's and 2,137 MRC's.

The scope of the MRC program was modified slightly for the 1977 censuses so that the Bureau could continue to publish MRC data but remain within funding limitations. (These modifications are described in the definitions of CBD's and MRC's above.) The 1977 Census of Retail Trade covered 272 SMSA's containing 386 CBD's and approximately 1,450 MRC's.

¹ An MRC which had 25 stores or more at time enumeration was done may have had less than 25 stores at end of 1977. Thus data may be shown for a few MRC's which presently have less than 25 stores.

² Minimum square footage criterion was waived in a few special cases at request of local CSAC.

CENSUS DISCLOSURE RULES

In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind of business classification is not considered a disclosure so this item may be given even though other information is withheld.

Because most MRC's and several CBD's tend to have a relatively small number of establishments, it generally is not possible to provide separate kind-of-business data (except for establishment counts) for these small areas without disclosing operations of individual establishments. For this reason, data on payroll and number of employees are limited to totals and sales data are limited to only—

1. Total retail stores.^{1 2}
2. Convenience goods stores, i.e., food stores (SIC 54), eating and drinking places (SIC 58), and drug and proprietary stores (SIC 591).
3. Shopping goods (GAF) stores, i.e., general merchandise stores (SIC 53), apparel and accessory stores (SIC 56), furniture, home furnishings, and equipment stores (SIC 57), and miscellaneous shopping goods stores (SIC 594).

¹ For all establishments, including those with no payroll.

² Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

4. All other stores (SIC's 52, 55, and 59 except 591, 594, and 596).

For those MRC's and CBD's which had more than 100 retail stores, separate kind-of-business data are presented for establishment count, sales, payroll, and number of employees.

Data for nonstore retailers are not included in the Major Retail Centers report. For the definitions of the kind-of-business categories for which data are shown, see "Kind-of-Business Classifications" in appendix A.

GEOGRAPHIC AREAS COVERED

This series of reports presents data for establishments located in CBD's and MRC's in SMSA's in each State. The SMSA's covered are those defined by the Office of Management and Budget as of December 31, 1977, except for the last five SMSA's defined: Bradenton, Fla.; Grand Forks, N. Dak.-Minn.; Kokomo, Ind.; Lawrence, Kans.; and Panama City, Fla. These SMSA's were defined too late to be included in the 1977 MRC program. In addition to MRC and CBD data, data are shown for each SMSA in the State and for each central city and all other SMSA cities of 50,000 inhabitants or more for which a CBD was defined by a local census area committee. Data for SMSA's which cross State lines appear only in the report for the State in which the SMSA is primarily located.

CONTENTS

[Page numbers listed here omit prefix number
that appears as part of the number of each page]

	Page
What Is In the Tables	III
Aids to Table Use	IV
Introduction	V
State Map	3

The following are common to each SMSA which has a central business district and at least one major retail center. Applicable tables and maps have been omitted in areas where either no central business district or no major retail center existed.

MAPS

Standard Metropolitan Statistical Area
Central Business Districts
Major Retail Centers

TABLES

1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977
2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977
3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977
4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977
5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972
6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business
7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

SMSA's

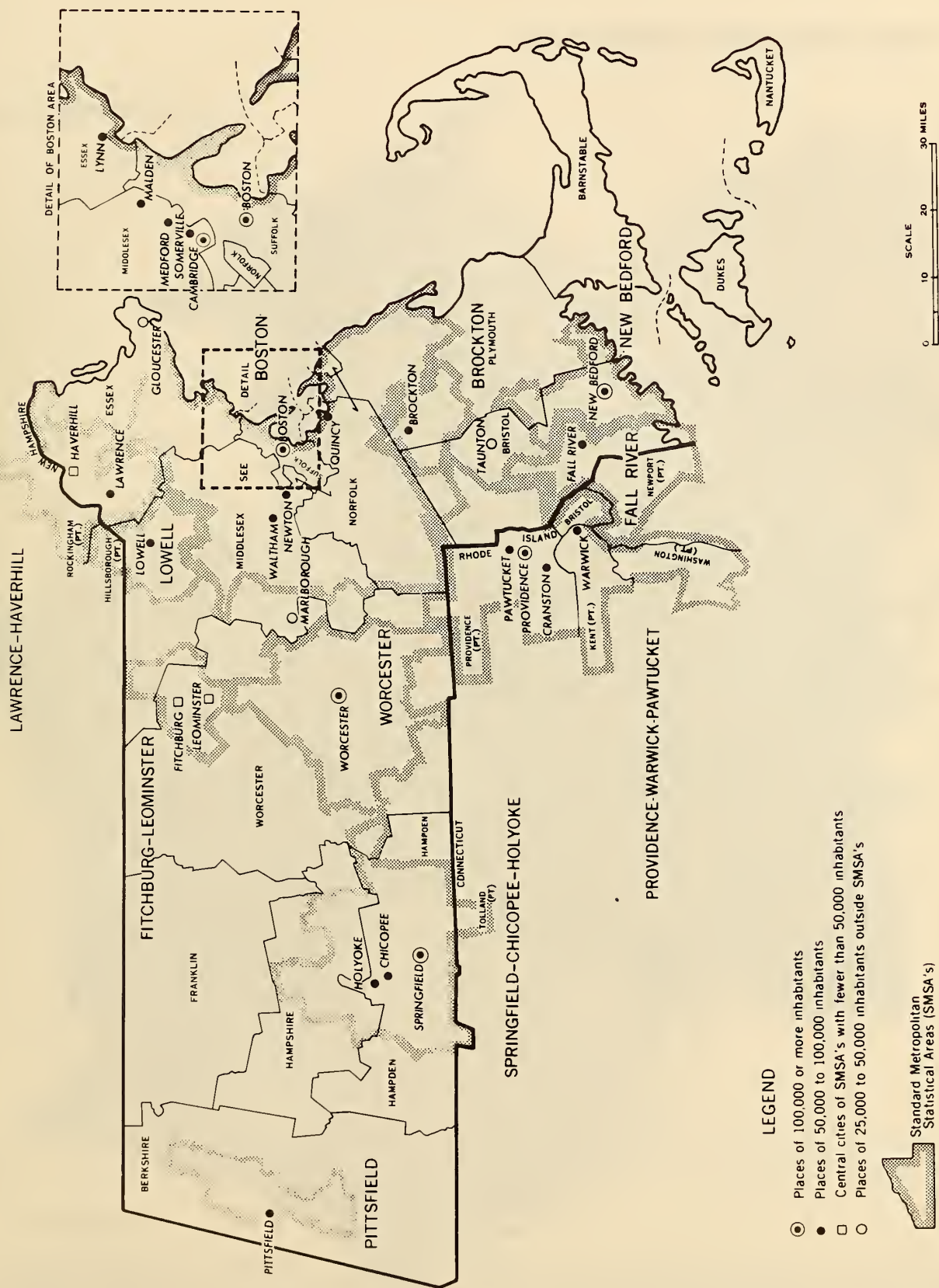
Boston	4
Brockton	22
Fall River	33
Fitchburg-Leominster	42
Lawrence-Haverhill	52
Lowell	67
New Bedford	77
Pittsfield	87
Springfield-Chicopee-Holyoke	97
Worcester	113

APPENDIXES

A. General Explanation	A-1
B. General Questions	B-1
C. Kind-of-Business Titles and Reporting-Form Numbers	C-1
D. Standard Metropolitan Statistical Areas	D-1
E. Major Retail Centers	E-1
F. Major Retail Center Delineation by Geographic Areas	F-1

Publication Program.	Inside back cover
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MASSACHUSETTS



BOSTON

Central Business District



BOSTON

Comprising Census Tracts
303, 701 and 702

U.S. DEPARTMENT OF COMMERCE

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BOSTON

Major Retail Centers

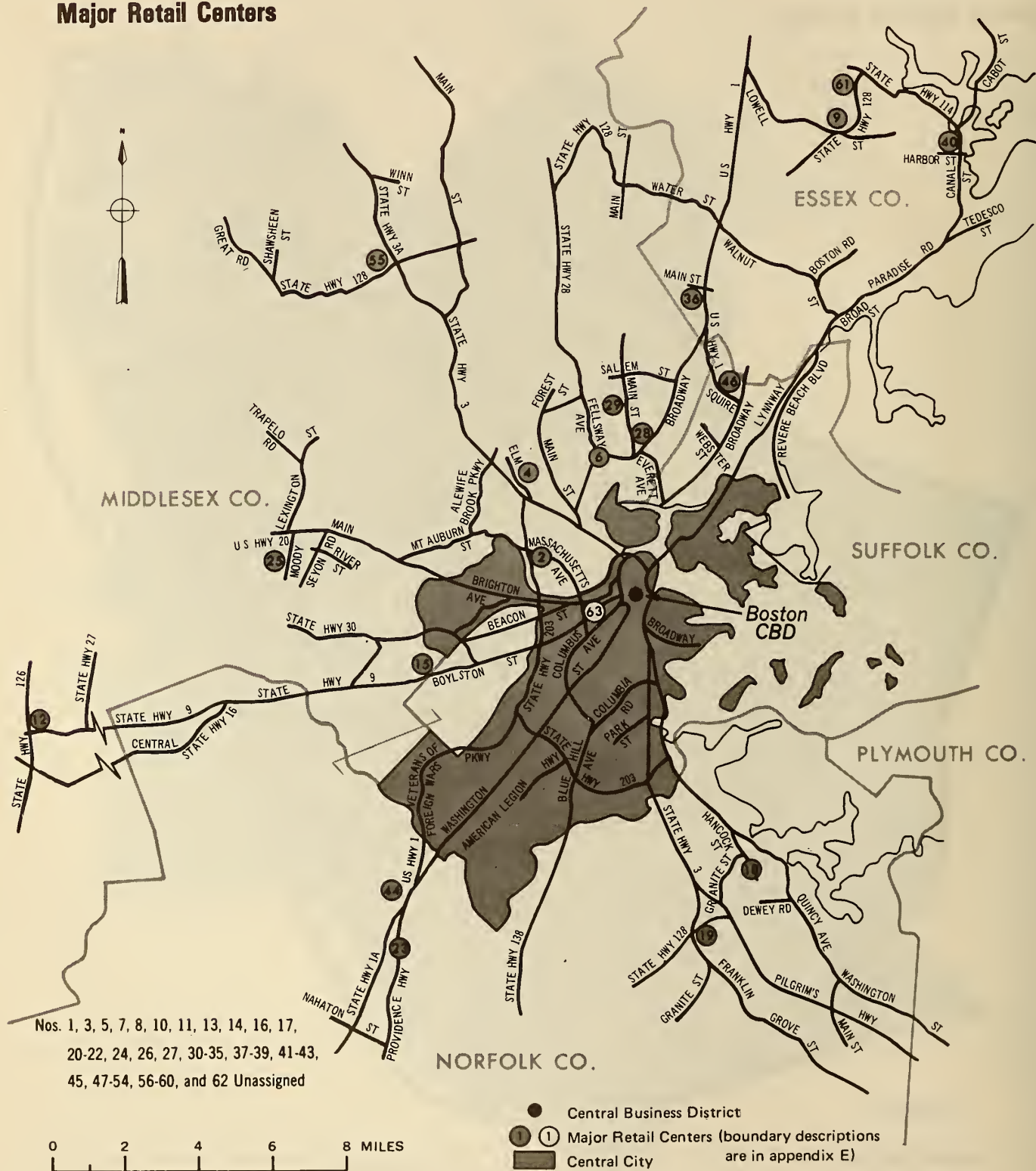


Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers				
					No. 2	No. 4	No. 6	No. 9	No. 12
	Retail stores:^{1 2}								
	Number	20 778	4 596	938	196	68	39	61	132
	Sales (\$1,000)	9 270 881	1 831 976	463 509	87 913	13 168	50 211	100 226	180 101
	Payroll entire year (\$1,000)	1 188 209	(D)	103 192	14 452	2 051	5 060	11 944	22 685
	Paid employees for week including March 12	192 603	(D)	14 601	2 545	417	869	2 149	3 708
54, 58, 591	Convenience goods stores:								
	Number	8 171	2 158	409	62	34	11	8	27
	Sales (\$1,000)	3 391 126	769 800	121 491	22 669	5 644	23 037	9 153	19 241
53, 58, 57; 594	Shopping goods stores (GAF):³								
	Number	5 880	1 237	369	107	24	15	50	92
	Sales (\$1,000)	2 680 358	594 322	314 730	58 098	4 682	15 257	89 765	143 430
52, 55, 59, ex. 591, 4, 8	All other stores:								
	Number	6 727	1 201	160	27	10	13	3	13
	Sales (\$1,000)	3 199 397	467 854	27 288	7 146	2 842	11 917	1 308	17 430
	Number of Establishments								
	Retail stores ^{1 2}	20 778	4 596	938	196	68	39	61	132
52	Building materials, hardware, garden supply, and mobile home dealers	758	109	7	1	2	2	-	1
525	Hardware stores	247	48	6	1	-	-	-	-
52 ex. 525	Other	511	61	1	-	2	2	-	1
53	General merchandise group stores	547	126	18	2	3	3	5	8
531	Department stores ⁴	104	9	2	1	1	2	4	6
533	Variety stores	312	95	11	-	-	1	1	1
539	Miscellaneous general merchandise stores	131	22	5	1	2	-	-	1
54	Food stores⁵	2 743	605	76	11	9	4	2	10
541	Grocery stores	1 563	342	35	4	3	2	1	4
55 ex. 554	Automotive dealers	987	117	6	-	-	2	1	4
554	Gasoline service stations	1 710	244	12	1	1	6	-	1
56	Apparel and accessory stores	1 713	421	127	40	7	4	25	40
561	Men's and boys' clothing and furnishings stores ..	275	69	25	9	2	-	5	9
562, 3, 8	Women's clothing and specialty stores and furriers	641	166	43	15	3	1	10	15
582	Women's ready-to-wear stores	527	124	29	15	3	1	9	14
585	Family clothing stores	195	33	3	5	-	1	3	4
586	Shoe stores	438	120	43	8	2	2	6	12
564, 9	Other apparel and accessory stores	164	33	13	3	-	-	1	-
57	Furniture, home furnishings, and equipment stores	1 528	248	33	22	5	6	4	21
5712	Furniture stores	423	96	11	6	1	1	1	6
5713, 4, 9	Home furnishings stores	512	72	4	4	1	2	-	6
572, 3	Household appliance, radio, television, and music stores	593	80	18	12	3	3	3	9
58	Eating and drinking places	4 809	1 378	309	47	19	5	5	14
5812	Eating places	3 761	1 032	244	42	12	5	3	14
5813	Drinking places (alcoholic beverages)	848	344	65	5	7	-	2	-
591	Drug and proprietary stores	819	177	24	4	6	2	1	3
59 ex. 591, 6	Miscellaneous retail stores⁶	5 364	1 173	326	68	16	5	18	30
592	Liquor stores	645	181	21	4	2	2	1	1
594	Miscellaneous shopping goods stores	2 092	442	191	43	9	2	16	23
5992	Florists	396	85	10	3	-	-	-	2

See footnotes at end of table.

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.						
		No. 15	No. 18	No. 19	No. 23	No. 25	No. 28	No. 29
	Retail stores:^{1 2}							
	Number -----	107	152	82	51	91	51	127
	Sales (\$1,000) -----	111 174	78 639	113 613	77 219	35 644	28 056	35 775
	Payroll entire year (\$1,000) -----	14 936	11 706	14 746	8 447	6 008	3 145	5 906
	Paid employees for week including March 12 ---	2 602	1 913	2 653	1 231	1 136	512	989
54, 58, 591	Convenience goods stores:							
	Number -----	27	42	15	16	29	24	45
	Sales (\$1,000) -----	30 266	10 735	12 680	9 374	4 669	13 246	11 103
53, 56, 57; 594	Shopping goods stores (GAF):³							
	Number -----	68	80	60	23	49	17	56
	Sales (\$1,000) -----	73 518	56 492	98 162	45 168	28 348	4 068	20 540
52, 55, 59, ex. 591, 4, 6	All other stores:							
	Number -----	12	30	7	12	13	10	26
	Sales (\$1,000) -----	7 390	11 412	2 771	22 677	2 627	10 742	4 132
	Number of Establishments							
	Retail stores^{1 2} -----	107	152	82	51	91	51	127
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	2	-	1	3	1	2
525	Hardware stores -----	1	1	-	-	-	1	2
52 ex. 525	Other -----	-	1	-	1	3	-	-
53	General merchandise group stores -----	4	5	6	5	3	1	6
531	Department stores ⁴ -----	2	3	4	1	1	1	2
533	Variety stores -----	-	1	1	2	1	-	1
539	Miscellaneous general merchandise stores -----	2	1	1	2	1	-	3
54	Food stores⁵ -----	6	7	4	5	8	9	14
541	Grocery stores -----	4	1	-	2	3	6	9
55 ex. 554	Automotive dealers -----	-	5	1	6	1	1	-
554	Gasoline service stations -----	1	4	1	2	1	1	5
56	Apparel and accessory stores -----	42	25	33	4	11	5	27
561	Men's and boys' clothing and furnishings stores --	5	3	5	1	2	1	3
562, 3, 8	Women's clothing and specialty stores and furriers -----	19	11	11	1	1	1	10
562	Women's ready-to-wear stores -----	15	9	11	1	1	1	5
565	Family clothing stores -----	7	3	5	1	1	1	1
566	Shoe stores -----	9	7	8	1	6	2	7
564, 9	Other apparel and accessory stores -----	2	1	4	-	1	-	6
57	Furniture, home furnishings, and equipment stores -----	9	26	7	7	19	4	11
5712	Furniture stores -----	1	11	2	3	6	1	4
5713, 4, 9	Home furnishings stores -----	5	6	2	1	8	1	3
572, 3	Household appliance, radio, television, and music stores -----	3	9	3	3	5	2	4
58	Eating and drinking places -----	16	27	9	9	18	12	26
5812	Eating places -----	16	20	9	9	14	11	20
5813	Drinking places (alcoholic beverages) -----	-	7	-	-	4	1	6
591	Drug and proprietary stores -----	5	8	2	2	3	3	5
59 ex. 591, 6	Miscellaneous retail stores⁶ -----	23	43	19	10	24	14	31
592	Liquor stores -----	2	1	1	2	1	2	1
594	Miscellaneous shopping goods stores -----	13	24	14	7	16	7	12
5992	Florists -----	2	5	1	-	3	1	1

See footnotes at end of table.

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.						
		No. 36	No. 40	No. 44	No. 46	No. 55	No. 61	No. 63
	Retail stores:^{1 2}							
	Number -----	41	82	45	45	85	75	237
	Sales (\$1,000) -----	63 782	26 887	54 826	32 246	105 960	94 342	137 169
	Payroll entire year (\$1,000) -----	8 338	4 915	7 809	4 051	13 617	10 840	22 436
	Paid employees for week including March 12 ---	1 371	822	1 223	780	2 254	1 777	3 621
54, 58, 591	Convenience goods stores:							
	Number -----	10	25	11	15	15	19	69
	Sales (\$1,000) -----	10 849	8 156	10 057	10 216	10 037	12 874	42 849
53, 56, 57; 594	Shopping goods stores (GAF):³							
	Number -----	24	43	28	22	64	47	136
	Sales (\$1,000) -----	51 147	17 156	43 350	18 889	94 039	74 117	88 946
52, 55, 59, ex. 591, 4, 6	All other stores:							
	Number -----	7	14	6	8	6	9	32
	Sales (\$1,000) -----	1 786	1 575	1 419	3 141	1 884	7 351	5 374
	Number of Establishments							
	Retail stores ^{1 2} -----	41	82	45	45	85	75	237
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	2	1	-	1	-	2
525	Hardware stores -----	-	1	-	-	-	-	1
52 ex. 525	Other -----	2	1	1	-	1	-	1
53	General merchandise group stores -----	5	2	3	2	3	2	3
531	Department stores ⁴ -----	3	2	2	2	3	1	1
533	Variety stores -----	1	-	1	-	-	-	-
539	Miscellaneous general merchandise stores -----	1	-	-	-	-	1	2
54	Food stores⁵ -----	2	7	4	3	4	5	14
541	Grocery stores -----	1	2	1	1	1	1	7
55 ex. 554	Automotive dealers -----	2	1	-	2	1	2	-
554	Gasoline service stations -----	1	-	1	2	-	1	1
56	Apparel and accessory stores -----	8	14	14	12	36	24	73
561	Men's and boys' clothing and furnishings stores --	1	3	5	3	6	4	12
562, 3, 8	Women's clothing and specialty stores and furriers -----	5	8	5	5	17	9	38
562	Women's ready-to-wear stores -----	4	7	5	5	15	9	28
565	Family clothing stores -----	-	-	-	1	4	3	7
566	Shoe stores -----	2	3	3	2	6	5	12
564, 9	Other apparel and accessory stores -----	-	-	1	1	3	3	4
57	Furniture, home furnishings, and equipment stores -----	5	10	4	2	11	9	24
5712	Furniture stores -----	2	2	-	1	3	3	4
5713, 4, 9	Home furnishings stores -----	-	3	-	-	2	3	18
572, 3	Household appliance, radio, television, and music stores -----	3	5	4	1	6	3	2
58	Eating and drinking places -----	6	13	6	11	8	14	46
5812	Eating places -----	6	10	6	9	8	14	38
5813	Drinking places (alcoholic beverages) -----	-	3	-	2	-	-	8
591	Drug and proprietary stores -----	2	5	1	1	3	-	9
59 ex. 591, 6	Miscellaneous retail stores⁶ -----	8	28	11	10	18	18	65
592	Liquor stores -----	1	1	1	1	1	1	3
594	Miscellaneous shopping goods stores -----	6	17	7	6	14	12	36
5992	Florists -----	-	2	1	-	1	1	2

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Boston CBD					
	Retail stores ² -----	938	463 509	103 192	24 984	14 801
52	Building materials, hardware, garden supply, and mobile home dealers -----	7	2 082	418	88	40
525	Hardware stores -----	6	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	18	193 509	51 287	12 895	6 679
531	Department stores ³ -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	11	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	5	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	76	25 502	2 728	704	458
541	Grocery stores -----	35	17 350	1 487	424	252
55 ex. 554	Automotive dealers -----	6	1 043	28	4	3
554	Gasoline service stations -----	12	3 205	233	47	33
56	Apparel and accessory stores -----	127	51 861	10 878	2 553	1 370
561	Men's and boys' clothing and furnishings stores -----	25	9 552	1 926	394	186
562, 3, 8	Women's clothing and specialty stores and furriers -----	43	19 989	2 856	681	477
562	Women's ready-to-wear stores -----	29	15 348	2 342	554	376
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	43	12 159	1 957	452	242
564, 9	Other apparel and accessory stores -----	13	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	33	12 821	2 387	543	231
5712	Furniture stores -----	11	4 082	884	173	75
5713, 4, 9	Home furnishings stores -----	4	1 706	439	123	41
572, 3	Household appliance, radio, television, and music stores -----	18	7 033	1 044	247	115
58	Eating and drinking places -----	309	84 162	22 528	5 288	4 156
5812	Eating places -----	244	75 126	20 239	4 717	3 734
5813	Drinking places (alcoholic beverages) -----	65	9 036	2 287	551	422
591	Drug and proprietary stores -----	24	11 827	1 312	250	179
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	326	77 497	11 417	2 812	1 452
592	Liquor stores -----	21	6 576	507	151	90
594	Miscellaneous shopping goods stores -----	191	56 539	8 896	2 116	1 070
5992	Florists -----	10	1 731	285	69	32

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 2					
	Retail stores²-----	196	87 913	14 452	3 575	2 545
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	2	(D)	(D)	(D)	(D)
531	Department stores ³ -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	-	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores⁴-----	11	7 141	968	219	164
541	Grocery stores -----	4	5 403	526	123	75
55 ex. 554	Automotive dealers -----	-	-	-	-	-
554	Gasoline service stations -----	1	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	40	15 501	2 329	540	361
561	Men's and boys' clothing and furnishings stores -----	9	3 648	690	204	101
562, 3, 8	Women's clothing and specialty stores and furriers -----	15	6 543	968	184	157
562	Women's ready-to-wear stores -----	15	6 543	968	184	157
565	Family clothing stores -----	5	2 355	226	60	43
566	Shoe stores -----	8	2 241	351	66	41
564, 9	Other apparel and accessory stores -----	3	714	94	26	19
57	Furniture, home furnishings, and equipment stores -----	22	7 337	1 073	289	127
5712	Furniture stores -----	6	1 317	211	46	22
5713, 4, 9	Home furnishings stores -----	4	1 445	232	51	31
572, 3	Household appliance, radio, television, and music stores -----	12	4 575	630	192	74
58	Eating and drinking places -----	47	14 395	3 706	868	855
5812	Eating places -----	42	13 504	3 466	809	806
5813	Drinking places (alcoholic beverages) -----	5	891	240	59	49
591	Drug and proprietary stores -----	4	1 133	149	30	18
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	68	(D)	(D)	(D)	(D)
592	Liquor stores -----	4	2 152	201	48	33
594	Miscellaneous shopping goods stores -----	43	(D)	(D)	(D)	(D)
5992	Florists -----	3	656	85	23	9

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 12					
	Retail stores²-----	132	180 101	22 685	5 304	3 708
52	Building materials, hardware, garden supply, and mobile home dealers-----	1	(D)	(D)	(D)	(D)
525	Hardware stores-----	-	-	-	-	-
52 ex. 525	Other-----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores-----	8	102 587	12 357	2 859	1 919
531	Department stores ³ -----	6	(D)	(D)	(D)	(D)
533	Variety stores-----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	1	(D)	(D)	(D)	(D)
54	Food stores⁴-----	10	9 433	1 041	268	169
541	Grocery stores-----	4	8 667	941	249	141
55 ex. 554	Automotive dealers-----	4	14 995	1 545	264	90
554	Gasoline service stations-----	1	(D)	(D)	(D)	(D)
56	Apparel and accessory stores-----	40	24 600	2 891	720	559
561	Men's and boys' clothing and furnishings stores-----	9	4 910	659	173	109
562, 3, 8	Women's clothing and specialty stores and furriers-----	15	8 832	1 216	328	268
562	Women's ready-to-wear stores-----	14	(D)	(D)	(D)	(D)
565	Family clothing stores-----	4	(D)	(D)	(D)	(D)
566	Shoe stores-----	12	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores-----	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores-----	21	8 528	1 167	252	146
5712	Furniture stores-----	6	3 796	552	103	70
5713, 4, 9	Home furnishings stores-----	6	1 440	242	58	30
572, 3	Household appliance, radio, television, and music stores-----	9	3 292	373	91	46
58	Eating and drinking places-----	14	9 025	2 358	629	604
5812	Eating places-----	14	9 025	2 358	629	604
5813	Drinking places (alcoholic beverages)-----	-	-	-	-	-
591	Drug and proprietary stores-----	3	783	69	17	15
59 ex. 591, 6	Miscellaneous retail stores⁵-----	30	(D)	(D)	(D)	(D)
592	Liquor stores-----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores-----	23	7 715	992	234	162
5992	Florists-----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 15					
	Retail stores²-----	107	111 174	14 936	3 662	2 602
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	4	(D)	(D)	(D)	(D)
531	Department stores ³ -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	6	(D)	(D)	(D)	(D)
541	Grocery stores -----	4	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	-	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	1	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	42	21 859	3 278	760	474
561	Men's and boys' clothing and furnishings stores -----	5	6 422	1 128	266	112
562, 3, 8	Women's clothing and specialty stores and furriers -----	19	9 824	1 358	320	245
562	Women's ready-to-wear stores -----	15	8 068	1 060	261	215
565	Family clothing stores -----	7	2 876	407	95	69
566	Shoe stores -----	9	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	9	2 818	500	121	59
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	5	1 698	376	89	46
572, 3	Household appliance, radio, television, and music stores -----	3	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	16	11 577	2 966	725	783
5812	Eating places -----	16	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	-	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	5	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	23	(D)	(D)	(D)	(D)
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	13	(D)	(D)	(D)	(D)
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 2. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 18					
	Retail stores ² -----	152	78 639	11 706	2 780	1 913
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	5	28 652	4 379	1 011	788
531	Department stores ³ -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	7	3 358	663	169	148
541	Grocery stores -----	1	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	5	2 456	390	98	38
554	Gasoline service stations -----	4	1 635	129	31	20
56	Apparel and accessory stores -----	25	7 152	1 001	243	159
561	Men's and boys' clothing and furnishings stores -----	3	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	11	3 831	447	111	81
562	Women's ready-to-wear stores -----	9	(D)	(D)	(D)	(D)
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	7	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	26	11 061	1 742	409	175
5712	Furniture stores -----	11	6 682	965	220	93
5713, 4, 9	Home furnishings stores -----	6	938	172	42	22
572, 3	Household appliance, radio, television, and music stores -----	9	3 441	605	147	60
58	Eating and drinking places -----	27	2 958	715	186	193
5812	Eating places -----	20	2 524	602	156	169
5813	Drinking places (alcoholic beverages) -----	7	434	113	30	24
591	Drug and proprietary stores -----	8	4 419	514	125	100
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	43	(D)	(D)	(D)	(D)
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	24	9 627	1 360	287	180
5992	Florists -----	5	551	73	25	22

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 29					
	Retail stores²-----	127	35 775	5 906	1 364	989
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	6	7 344	1 082	266	241
531	Department stores ³ -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	1 521	166	35	28
54	Food stores⁴-----	14	5 300	573	131	94
541	Grocery stores -----	9	4 739	450	103	63
55 ex. 554	Automotive dealers -----	-	-	-	-	-
554	Gasoline service stations -----	5	1 111	201	50	21
56	Apparel and accessory stores -----	27	4 625	798	161	136
561	Men's and boys' clothing and furnishings stores -----	3	528	74	16	8
562, 3, 8	Women's clothing and specialty stores and furriers -----	10	1 960	389	77	81
562	Women's ready-to-wear stores -----	5	1 182	292	57	62
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	7	1 356	201	43	28
564, 9	Other apparel and accessory stores -----	6	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	11	5 652	1 248	287	125
5712	Furniture stores -----	4	4 228	1 045	237	102
5713, 4, 9	Home furnishings stores -----	3	483	87	24	10
572, 3	Household appliance, radio, television, and music stores -----	4	941	116	26	13
58	Eating and drinking places-----	26	3 154	794	190	170
5812	Eating places -----	20	2 802	690	162	152
5813	Drinking places (alcoholic beverages) -----	6	352	104	28	18
591	Drug and proprietary stores -----	5	2 649	290	61	47
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	31	(D)	(D)	(D)	(D)
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	12	2 919	527	115	85
5992	Florists -----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 63					
	Retail stores ² -----	237	137 169	22 436	5 434	3 621
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	3	(D)	(D)	(D)	(D)
531	Department stores ³ -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	14	15 190	1 800	452	274
541	Grocery stores -----	7	14 259	1 526	377	209
55 ex. 554	Automotive dealers -----	-	-	-	-	-
554	Gasoline service stations -----	1	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	73	55 447	8 783	1 996	1 055
561	Men's and boys' clothing and furnishings stores -----	12	12 769	2 246	470	202
562, 3, 8	Women's clothing and specialty stores and furriers -----	38	36 527	5 578	1 316	725
562	Women's ready-to-wear stores -----	28	32 293	4 947	1 161	646
565	Family clothing stores -----	7	2 703	364	65	43
566	Shoe stores -----	12	2 737	451	109	63
564, 9	Other apparel and accessory stores -----	4	711	144	36	22
57	Furniture, home furnishings, and equipment stores -----	24	5 656	1 007	244	127
5712	Furniture stores -----	4	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	18	3 053	731	181	95
572, 3	Household appliance, radio, television, and music stores -----	2	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	46	22 940	6 371	1 702	1 502
5812	Eating places -----	38	20 986	5 905	1 589	1 386
5813	Drinking places (alcoholic beverages) -----	8	1 954	466	113	116
591	Drug and proprietary stores -----	9	4 719	632	156	108
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	65	(D)	(D)	(D)	(D)
592	Liquor stores -----	3	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	36	(D)	(D)	(D)	(D)
5992	Florists -----	2	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Boston					
	Retail stores ² -----	4 596	1 831 976	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	109	33 210	(D)	(D)	(D)
525	Hardware stores -----	48	11 043	1 814	435	219
52 ex. 525	Other -----	61	22 167	(D)	(D)	(D)
53	General merchandise group stores -----	126	256 460	58 187	14 364	7 853
531	Department stores ³ -----	9	221 999	53 507	13 075	6 724
533	Variety stores -----	95	29 041	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	22	5 420	(D)	(D)	(D)
54	Food stores ⁴ -----	605	370 559	35 315	8 889	5 920
541	Grocery stores -----	342	328 078	28 978	7 358	4 664
55 ex. 554	Automotive dealers -----	117	158 569	16 657	4 100	1 347
554	Gasoline service stations -----	244	81 786	(D)	(D)	(D)
56	Apparel and accessory stores -----	421	165 265	28 101	6 674	3 706
561	Men's and boys' clothing and furnishings stores -----	69	31 552	5 949	1 367	584
562, 3, 8	Women's clothing and specialty stores and furriers -----	166	81 584	12 102	2 872	1 792
562	Women's ready-to-wear stores -----	124	(D)	(D)	(D)	(D)
565	Family clothing stores -----	33	19 683	(D)	(D)	(D)
566	Shoe stores -----	120	28 671	4 314	1 037	600
564, 9	Other apparel and accessory stores -----	33	3 775	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	248	64 189	10 974	2 681	1 189
5712	Furniture stores -----	96	31 508	5 749	1 414	578
5713, 4, 9	Home furnishings stores -----	72	12 241	2 265	558	272
572, 3	Household appliance, radio, television, and music stores -----	80	20 440	2 960	709	339
58	Eating and drinking places -----	1 376	326 343	87 386	21 169	17 254
5812	Eating places -----	1 032	283 398	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	344	42 945	(D)	(D)	(D)
591	Drug and proprietary stores -----	177	72 898	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	1 173	302 697	(D)	(D)	(D)
592	Liquor stores -----	181	97 181	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	442	108 408	15 569	3 674	2 085
5992	Florists -----	85	(D)	1 105	262	167

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
Boston, Mass., SMSA						
	Retail stores²-----	20 778	9 270 881	1 188 209	287 418	192 603
52	Building materials, hardware, garden supply, and mobile home dealers-----	758	345 705	45 034	10 437	4 501
525	Hardware stores-----	247	68 062	10 924	2 673	1 334
52 ex. 525	Other-----	511	277 643	34 110	7 764	3 167
53	General merchandise group stores-----	547	1 321 049	185 216	43 697	29 840
531	Department stores ³ -----	104	1 064 027	155 055	36 416	24 150
533	Variety stores-----	312	77 095	10 280	2 606	2 703
539	Miscellaneous general merchandise stores-----	131	179 927	19 881	4 675	2 987
54	Food stores⁴-----	2 743	2 072 242	198 025	50 051	33 823
541	Grocery stores-----	1 563	1 848 257	164 908	42 095	27 093
55 ex. 554	Automotive dealers-----	987	1 400 860	140 236	33 270	11 570
554	Gasoline service stations-----	1 710	597 649	43 376	11 000	7 070
56	Apparel and accessory stores-----	1 713	612 582	86 149	20 212	13 819
561	Men's and boys' clothing and furnishings stores-----	275	110 519	18 216	4 293	2 234
562, 3, 8	Women's clothing and specialty stores and furriers-----	641	247 819	34 719	8 270	6 200
562	Women's ready-to-wear stores-----	527	228 327	32 004	7 626	5 747
565	Family clothing stores-----	195	146 206	17 407	3 894	2 976
566	Shoe stores-----	438	93 474	13 451	3 163	1 980
564, 9	Other apparel and accessory stores-----	164	14 564	2 356	592	429
57	Furniture, home furnishings, and equipment stores-----	1 528	386 706	58 105	13 965	6 621
5712	Furniture stores-----	423	151 533	24 996	6 001	2 611
5713, 4, 9	Home furnishings stores-----	512	96 450	15 000	3 528	1 858
572, 3	Household appliance, radio, television, and music stores-----	593	138 723	18 109	4 436	2 152
58	Eating and drinking places-----	4 609	1 010 683	257 725	61 674	59 455
5812	Eating places-----	3 761	910 580	233 181	55 471	53 959
5813	Drinking places (alcoholic beverages)-----	848	100 103	24 544	6 203	5 496
591	Drug and proprietary stores-----	819	308 201	41 842	10 220	7 613
59 ex. 591, 6	Miscellaneous retail stores⁵-----	5 364	1 215 204	132 501	32 892	18 291
592	Liquor stores-----	645	319 435	22 483	5 490	3 774
594	Miscellaneous shopping goods stores-----	2 092	360 021	48 773	11 543	7 656
5992	Florists-----	396	35 146	6 280	1 442	1 015

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
Boston						
	Retail stores²-----	1 017	432 273	94 169	22 714	17 080
52	Building materials, hardware, garden supply, and mobile home dealers-----	14	6 342	893	155	129
525	Hardware stores-----	8	(D)	(D)	(D)	(D)
52 ex. 525	Other-----	6	(D)	(D)	(D)	(D)
53	General merchandise group stores-----	34	217 392	52 698	12 759	9 085
531	Department stores ³ -----	5	202 139	49 871	12 055	8 418
533	Variety stores-----	18	13 716	2 578	639	630
539	Miscellaneous general merchandise stores-----	11	1 537	249	65	37
54	Food stores-----	104	19 567	2 443	589	617
55 ex. 554	Automotive dealers-----	9	(D)	(D)	(D)	(D)
554	Gasoline service stations-----	17	2 219	237	60	62
56	Apparel and accessory stores-----	144	46 253	9 919	2 395	1 516
561	Men's and boys' clothing and furnishings stores-----	30	8 132	1 703	417	227
562, 3, 8	Women's clothing and specialty stores and furriers-----	49	17 452	2 818	642	541
562	Women's ready-to-wear stores-----	23	14 882	2 396	527	455
565	Family clothing stores-----	8	(D)	(D)	(D)	(D)
566	Shoe stores-----	42	12 120	1 989	476	334
564, 9	Other apparel and accessory stores-----	15	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	47	12 969	2 193	512	309
5712	Furniture stores-----	10	3 085	640	136	64
5713, 4, 9	Home furnishings stores-----	11	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	26	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	323	56 001	15 443	3 690	3 616
5812	Eating places-----	242	45 219	12 800	3 024	3 018
5813	Drinking places (alcoholic beverages)-----	81	10 782	2 643	666	598
591	Drug and proprietary stores-----	30	6 445	969	227	202
59 ex. 591, 6	Miscellaneous retail stores⁴-----	295	(D)	(D)	(D)	(D)
592	Liquor stores-----	18	9 347	852	203	160
594	Miscellaneous shopping goods stores-----	161	38 103	6 154	1 510	980
5992	Florists-----	9	665	102	26	25

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district	City	Standard metropolitan statistical area
	Boston			
	Retail stores ² -----	7.2	12.8	35.8
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NC)	2.1	38.9
525	Hardware stores -----	(NC)	-11.5	27.4
52 ex. 525	Other -----	(NC)	10.6	42.0
53	General merchandise group stores -----	-11.0	-9.4	28.7
531	Department stores ³ -----	(D)	-10.3	22.7
533	Variety stores -----	(D)	3.1	-24.8
539	Miscellaneous general merchandise stores -----	(D)	-26.6	(NC)
54	Food stores ⁴ -----	30.3	22.8	37.8
541	Grocery stores -----	(NA)	28.8	39.6
55 ex. 554	Automotive dealers -----	(D)	-7.3	31.1
554	Gasoline service stations -----	44.4	45.3	58.1
56	Apparel and accessory stores -----	12.1	14.9	32.8
561	Men's and boys' clothing and furnishings stores -----	17.5	9.8	19.8
562, 3, 8	Women's clothing and specialty stores and furriers -----	14.5	15.8	21.4
562	Women's ready-to-wear stores -----	3.1	(D)	22.7
565	Family clothing stores -----	22.4	(D)	89.0
566	Shoe stores -----	0.3	15.1	21.5
564, 9	Other apparel and accessory stores -----	5.6	(D)	36.2
57	Furniture, home furnishings, and equipment stores -----	-1.1	-14.4	-1.3
5712	Furniture stores -----	32.3	-11.0	17.8
5713, 4, 9	Home furnishings stores -----	(D)	26.1	66.1
572, 3	Household appliance, radio, television, and music stores -----	(D)	-31.5	-32.3
58	Eating and drinking places -----	50.3	38.9	50.3
5812	Eating places -----	66.1	52.7	60.4
5813	Drinking places (alcoholic beverages) -----	-16.2	-13.2	-4.7
591	Drug and proprietary stores -----	83.5	45.9	53.1
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	(D)	9.7	38.7
592	Liquor stores -----	-29.6	4.4	24.0
594	Miscellaneous shopping goods stores -----	48.4	35.3	42.7
5992	Florists -----	(NC)	(D)	41.7

¹Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	Boston					
	Retail stores ¹ -----	25.3	5.0	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	6.3	0.6	0.4	1.8	3.7
525	Hardware stores -----	(D)	(D)	(D)	0.6	0.7
52 ex. 525	Other -----	(D)	(D)	(D)	1.2	3.0
53	General merchandise group stores -----	75.5	14.6	41.7	14.0	14.2
531	Department stores ² -----	(D)	(D)	(D)	12.1	11.5
533	Variety stores -----	(D)	(D)	(D)	1.6	0.8
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	0.3	1.9
54	Food stores ³ -----	6.9	1.2	5.5	20.2	22.4
541	Grocery stores -----	5.3	0.9	3.7	17.9	19.9
55 ex. 554	Automotive dealers -----	0.7	0.1	0.2	8.7	15.1
554	Gasoline service stations -----	3.9	0.5	0.7	4.5	6.4
56	Apparel and accessory stores -----	31.4	8.5	11.2	9.0	6.6
561	Men's and boys' clothing and furnishings stores -----	30.3	8.6	2.1	1.7	1.2
562, 3, 8	Women's clothing and specialty stores and furriers -----	24.5	8.1	4.3	4.5	2.7
562	Women's ready-to-wear stores -----	(D)	6.7	3.3	(D)	2.5
565	Family clothing stores -----	(D)	(D)	(D)	1.1	1.6
566	Shoe stores -----	42.4	13.0	2.6	1.6	1.0
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	0.2	0.2
57	Furniture, home furnishings, and equipment stores -----	20.0	3.3	2.8	3.5	4.2
5712	Furniture stores -----	13.0	2.7	0.9	1.7	1.6
5713, 4, 9	Home furnishings stores -----	13.9	1.8	0.4	0.7	1.0
572, 3	Household appliance, radio, television, and music stores -----	34.4	5.1	1.5	1.1	1.5
58	Eating and drinking places -----	25.8	8.3	18.2	17.8	10.9
5812	Eating places -----	26.5	8.3	16.2	15.5	9.8
5813	Drinking places (alcoholic beverages) -----	21.0	9.0	1.9	2.3	1.1
591	Drug and proprietary stores -----	16.2	3.8	2.6	4.0	3.3
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	25.6	6.4	16.7	16.5	13.1
592	Liquor stores -----	6.8	2.1	1.4	5.3	3.4
594	Miscellaneous shopping goods stores -----	52.2	15.7	12.2	5.9	3.9
5992	Florists -----	(D)	4.9	0.4	(D)	0.4

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

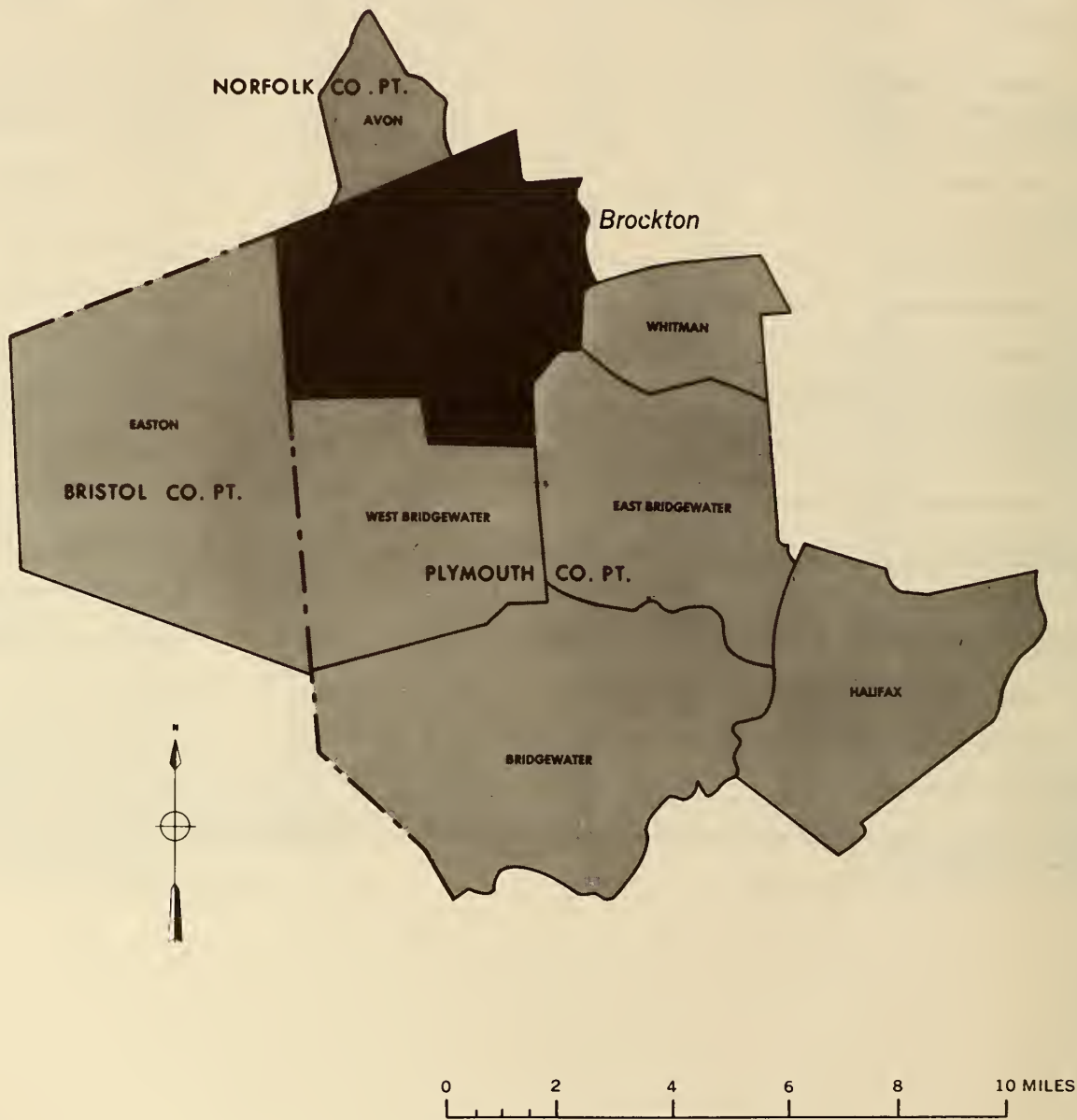
²Includes sales from catalog order desks.

³Includes data not covered by SIC 541.

⁴Includes data not covered by SIC's 592, 594, and 5992.

BROCKTON

Standard Metropolitan Statistical Area



BROCKTON

Central Business District



Comprising Census Tract 5109



BROCKTON

Major Retail Centers



- Central Business District
- ① Major Retail Centers (boundary descriptions are in appendix E)
- Central City

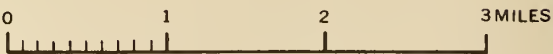


Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers			
					No. 1	No. 2	No. 3	No. 4
	Retail stores:^{1 2}							
	Number	1 209	722	109	44	35	100	40
	Sales (\$1,000)	477 991	345 920	35 500	59 176	48 959	62 358	34 499
	Payroll entire year (\$1,000)	56 008	(D)	4 202	6 315	6 245	7 086	4 435
	Paid employees for week including March 12 ---	9 508	(D)	685	900	931	1 269	843
54, 58, 591	Convenience goods stores:							
	Number	420	269	41	10	8	32	16
	Sales (\$1,000)	(D)	121 025	4 592	14 767	13 887	18 994	21 072
53, 56, 57; 594	Shopping goods stores (GAF):³							
	Number	301	201	39	11	18	47	12
	Sales (\$1,000)	130 993	(D)	14 455	9 644	32 437	35 948	10 531
52, 55, 59, ex. 591, 4, 6	All other stores:							
	Number	488	252	29	23	9	21	12
	Sales (\$1,000)	(D)	(D)	16 453	34 765	2 635	7 416	2 896
	Number of Establishments							
	Retail stores^{1 2}	1 209	722	109	44	35	100	40
52	Building materials, hardware, garden supply, and mobile home dealers	48	27	5	3	1	6	2
525	Hardware stores	17	8	2	-	-	1	-
52 ex. 525	Other	31	19	3	3	1	5	2
53	General merchandise group stores	26	17	3	1	2	4	3
531	Department stores ⁴	12	10	2	1	2	3	2
533	Variety stores	9	5	-	-	-	1	1
539	Miscellaneous general merchandise stores	5	2	1	-	-	-	-
54	Food stores⁵	153	97	10	3	3	14	4
541	Grocery stores	91	59	5	2	2	7	4
55 ex. 554	Automotive dealers	99	45	2	14	1	-	3
554	Gasoline service stations	116	70	6	2	4	8	4
56	Apparel and accessory stores	90	70	18	3	10	20	3
561	Men's and boys' clothing and furnishings stores ..	12	11	2	-	-	6	-
562, 3, 8	Women's clothing and specialty stores and furriers	34	27	9	1	4	5	1
562	Women's ready-to-wear stores	26	21	6	1	4	4	1
565	Family clothing stores	10	6	-	-	2	3	1
566	Shoe stores	25	19	7	2	1	6	1
564, 9	Other apparel and accessory stores	9	7	-	-	3	-	-
57	Furniture, home furnishings, and equipment stores	83	54	8	1	2	10	5
5712	Furniture stores	18	16	5	1	-	2	1
5713, 4, 9	Home furnishings stores	30	15	-	-	2	2	2
572, 3	Household appliance, radio, television, and music stores	35	23	3	-	-	6	2
58	Eating and drinking places	229	146	29	4	4	16	10
5812	Eating places	175	110	15	4	4	15	8
5813	Drinking places (alcoholic beverages)	54	36	14	-	-	1	2
591	Drug and proprietary stores	38	26	2	3	1	2	2
59 ex. 591, 6	Miscellaneous retail stores⁶	327	170	26	10	7	20	4
592	Liquor stores	44	23	3	2	1	1	1
594	Miscellaneous shopping goods stores	102	60	10	6	4	13	1
5992	Florists	29	15	2	-	1	-	-

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Brockton CBD					
	Retail stores²-----	109	35 500	4 202	991	685
52	Building materials, hardware, garden supply, and mobile home dealers -----	5	1 377	220	43	21
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	3	(D)	(D)	(D)	(D)
531	Department stores ³ -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	10	(D)	(D)	(D)	(D)
541	Grocery stores -----	5	1 156	136	36	28
55 ex. 554	Automotive dealers -----	2	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	6	1 952	115	32	24
56	Apparel and accessory stores -----	18	4 260	587	151	105
561	Men's and boys' clothing and furnishings stores -----	2	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	9	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	6	524	78	20	9
565	Family clothing stores -----	-	-	-	-	-
566	Shoe stores -----	7	3 097	396	103	77
564, 9	Other apparel and accessory stores -----	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores -----	8	2 953	317	72	36
5712	Furniture stores -----	5	915	117	26	11
5713, 4, 9	Home furnishings stores -----	-	-	-	-	-
572, 3	Household appliance, radio, television, and music stores -----	3	2 038	200	46	25
58	Eating and drinking places -----	29	2 100	555	157	117
5812	Eating places -----	15	1 204	321	94	73
5813	Drinking places (alcoholic beverages) -----	14	896	234	63	44
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	26	(D)	(D)	(D)	(D)
592	Liquor stores -----	3	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	10	(D)	(D)	(D)	(D)
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 3					
	Retail stores ² -----	100	62 358	7 086	1 638	1 269
52	Building materials, hardware, garden supply, and mobile home dealers -----	6	1 754	204	31	15
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	5	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	4	18 131	1 519	278	181
531	Department stores ³ -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores ⁴ -----	14	10 949	998	287	145
541	Grocery stores -----	7	9 578	753	229	100
55 ex. 554	Automotive dealers -----	-	-	-	-	-
554	Gasoline service stations -----	8	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	20	9 452	1 208	312	233
561	Men's and boys' clothing and furnishings stores -----	6	3 462	551	139	86
562, 3, 8	Women's clothing and specialty stores and furriers -----	5	3 241	361	88	76
562	Women's ready-to-wear stores -----	4	(D)	(D)	(D)	(D)
565	Family clothing stores -----	3	908	100	35	36
566	Shoe stores -----	6	1 841	196	50	35
564, 9	Other apparel and accessory stores -----	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores -----	10	3 106	435	111	53
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	6	1 837	268	64	29
58	Eating and drinking places -----	16	(D)	(D)	(D)	(D)
5812	Eating places -----	15	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	1	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	20	(D)	(D)	(D)	(D)
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	13	5 259	593	124	115
5992	Florists -----	-	-	-	-	-

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Brockton					
	Retail stores ² -----	722	345 920	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	27	(D)	(D)	(D)	(D)
525	Hardware stores -----	8	1 138	(D)	(D)	(D)
52 ex. 525	Other -----	19	(D)	833	171	99
53	General merchandise group stores -----	17	(D)	7 970	1 771	1 231
531	Department stores ³ -----	10	(D)	(D)	(D)	(D)
533	Variety stores -----	5	2 337	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	97	79 393	7 721	1 928	1 265
541	Grocery stores -----	59	72 850	6 742	1 688	1 027
55 ex. 554	Automotive dealers -----	45	52 675	5 269	1 197	428
554	Gasoline service stations -----	70	21 078	1 362	339	224
56	Apparel and accessory stores -----	70	21 134	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores -----	11	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	27	7 080	832	216	159
562	Women's ready-to-wear stores -----	21	(D)	(D)	(D)	(D)
565	Family clothing stores -----	6	1 872	223	62	57
566	Shoe stores -----	19	(D)	777	197	146
564, 9	Other apparel and accessory stores -----	7	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	54	13 279	1 946	468	220
5712	Furniture stores -----	16	(D)	618	156	68
5713, 4, 9	Home furnishings stores -----	15	2 549	468	118	55
572, 3	Household appliance, radio, television, and music stores -----	23	(D)	860	194	97
58	Eating and drinking places -----	146	31 716	7 386	1 662	2 028
5812	Eating places -----	110	28 518	6 602	1 461	1 866
5813	Drinking places (alcoholic beverages) -----	36	3 198	784	201	162
591	Drug and proprietary stores -----	26	9 916	1 412	345	238
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	170	42 074	(D)	(D)	(D)
592	Liquor stores -----	23	9 358	620	191	103
594	Miscellaneous shopping goods stores -----	60	10 676	1 298	281	214
5992	Florists -----	15	793	172	45	32

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
Brockton, Mass., SMSA						
	Retail stores²-----	1 209	477 991	56 008	13 196	9 508
52	Building materials, hardware, garden supply, and mobile home dealers -----	48	(D)	(D)	(D)	(D)
525	Hardware stores -----	17	1 563	259	68	48
52 ex. 525	Other -----	31	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	26	73 208	(D)	(D)	(D)
531	Department stores ³ -----	12	68 970	7 867	1 722	1 141
533	Variety stores -----	9	(D)	405	97	114
539	Miscellaneous general merchandise stores -----	5	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	153	110 699	11 073	2 747	1 862
541	Grocery stores -----	91	102 010	9 775	2 429	1 544
55 ex. 554	Automotive dealers -----	99	81 144	8 085	1 822	714
554	Gasoline service stations -----	116	36 497	2 361	581	384
56	Apparel and accessory stores -----	90	24 452	3 338	825	597
561	Men's and boys' clothing and furnishings stores -----	12	5 030	747	196	119
562, 3, 8	Women's clothing and specialty stores and furriers -----	34	7 682	950	246	182
562	Women's ready-to-wear stores -----	26	6 206	824	215	160
565	Family clothing stores -----	10	3 396	(D)	(D)	(D)
566	Shoe stores -----	25	6 631	899	225	172
564, 9	Other apparel and accessory stores -----	9	1 713	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	83	18 232	2 735	639	306
5712	Furniture stores -----	18	4 495	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	30	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	35	(D)	1 068	240	122
58	Eating and drinking places -----	229	44 017	10 258	2 341	2 902
5812	Eating places -----	175	(D)	9 080	2 043	2 635
5813	Drinking places (alcoholic beverages) -----	54	(D)	1 178	298	267
591	Drug and proprietary stores -----	38	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	327	64 939	6 233	1 556	915
592	Liquor stores -----	44	15 044	958	268	166
594	Miscellaneous shopping goods stores -----	102	15 101	1 950	469	333
5992	Florists -----	29	1 299	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Brockton					
	Retail stores²-----	144	29 023	4 932	1 197	1 033
52	Building materials, hardware, garden supply, and mobile home dealers -----	7	1 276	299	67	39
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	5	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	5	(D)	(D)	(D)	(D)
531	Department stores ³ -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores -----	13	2 111	320	83	105
55 ex. 554	Automotive dealers -----	4	494	59	10	6
554	Gasoline service stations -----	5	919	49	14	17
56	Apparel and accessory stores -----	20	3 467	726	172	153
561	Men's and boys' clothing and furnishings stores -----	3	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	10	1 738	334	73	87
562	Women's ready-to-wear stores -----	7	1 302	241	52	67
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	5	840	120	32	19
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	14	5 402	947	223	136
5712	Furniture stores -----	6	2 273	463	109	60
5713, 4, 9	Home furnishings stores -----	-	-	-	-	-
572, 3	Household appliance, radio, television, and music stores -----	8	3 129	484	114	76
58	Eating and drinking places -----	32	2 067	584	140	187
5812	Eating places -----	22	1 243	408	94	132
5813	Drinking places (alcoholic beverages) -----	10	824	176	46	55
591	Drug and proprietary stores -----	4	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores⁴ -----	40	5 389	886	220	160
592	Liquor stores -----	4	935	76	20	18
594	Miscellaneous shopping goods stores -----	17	1 746	364	86	70
5992	Florists -----	3	98	20	2	3

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district	City	Standard metropolitan statistical area
	Brockton			
	Retail stores² -----	22.3	34.0	33.3
52	Building materials, hardware, garden supply, and mobile home dealers -----	7.9	(D)	(D)
525	Hardware stores -----	42.5	(D)	23.1
52 ex. 525	Other -----	-3.0	56.0	27.2
53	General merchandise group stores -----	-28.8	(D)	32.5
531	Department stores ³ -----	-24.4	37.8	38.6
533	Variety stores -----	(D)	-0.5	-40.8
539	Miscellaneous general merchandise stores -----	(D)	-33.1	66.0
54	Food stores⁴ -----	(D)	33.1	33.0
541	Grocery stores -----	(NA)	32.1	31.5
55 ex. 554	Automotive dealers -----	(D)	18.2	19.5
554	Gasoline service stations -----	112.4	58.8	62.0
56	Apparel and accessory stores -----	22.9	0.7	4.4
561	Men's and boys' clothing and furnishings stores -----	-48.6	-23.0	-27.7
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	2.6	-2.9
562	Women's ready-to-wear stores -----	-59.8	(D)	(D)
565	Family clothing stores -----	(D)	(D)	88.9
566	Shoe stores -----	(NC)	(D)	(D)
564, 9	Other apparel and accessory stores -----	(D)	(NC)	(D)
57	Furniture, home furnishings, and equipment stores -----	(NC)	-2.7	-5.9
5712	Furniture stores -----	(NC)	(D)	(NC)
5713, 4, 9	Home furnishings stores -----	-	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	(NC)	-0.5	(D)
58	Eating and drinking places -----	1.6	94.9	75.2
5812	Eating places -----	-3.1	(NC)	(D)
5813	Drinking places (alcoholic beverages) -----	8.7	1.2	(D)
591	Drug and proprietary stores -----	-15.0	80.4	(D)
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	(D)	40.2	46.0
592	Liquor stores -----	(D)	(D)	48.3
594	Miscellaneous shopping goods stores -----	(D)	5.4	14.5
5992	Florists -----	(D)	38.2	(D)

¹Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	Brockton					
	Retail stores ¹ -----	10.3	7.4	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	3.9	(D)	(D)
525	Hardware stores -----	(D)	(D)	(D)	0.3	0.3
52 ex. 525	Other -----	14.9	(D)	(D)	(D)	2.0
53	General merchandise group stores -----	7.4	(D)	(D)	(D)	15.3
531	Department stores ² -----	7.5	(D)	(D)	(D)	14.4
533	Variety stores -----	-	(D)	-	0.7	(D)
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	(D)	(D)
54	Food stores ³ -----	(D)	(D)	(D)	23.0	23.2
541	Grocery stores -----	1.6	1.1	3.3	21.1	21.3
55 ex. 554	Automotive dealers -----	(D)	(D)	(D)	15.2	17.0
554	Gasoline service stations -----	9.3	5.3	5.5	6.1	7.6
56	Apparel and accessory stores -----	20.2	17.4	12.0	6.1	5.1
561	Men's and boys' clothing and furnishings stores -----	8.9	(D)	(D)	(D)	1.1
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	(D)	(D)	2.0	1.6
562	Women's ready-to-wear stores -----	(D)	8.4	1.5	(D)	1.3
565	Family clothing stores -----	-	-	-	0.5	0.7
566	Shoe stores -----	(D)	46.7	8.7	(D)	1.4
564, 9	Other apparel and accessory stores -----	(D)	-	-	(D)	0.4
57	Furniture, home furnishings, and equipment stores -----	22.2	16.2	8.3	3.8	3.8
5712	Furniture stores -----	(D)	20.4	2.6	(D)	0.9
5713, 4, 9	Home furnishings stores -----	-	(D)	-	0.7	(D)
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	5.7	(D)	(D)
58	Eating and drinking places -----	6.6	4.8	5.9	9.2	9.2
5812	Eating places -----	4.2	(D)	3.4	8.2	(D)
5813	Drinking places (alcoholic beverages) -----	28.0	(D)	2.5	0.9	(D)
591	Drug and proprietary stores -----	(D)	5.4	(D)	2.9	(D)
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	(D)	(D)	(D)	12.2	13.6
592	Liquor stores -----	(D)	(D)	(D)	2.7	3.1
594	Miscellaneous shopping goods stores -----	(D)	(D)	(D)	3.1	3.2
5992	Florists -----	(D)	(D)	(D)	0.2	0.3

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²Includes sales from catalog order desks.

³Includes data not covered by SIC 541.

⁴Includes data not covered by SIC's 592, 594, and 5992.

FALL RIVER

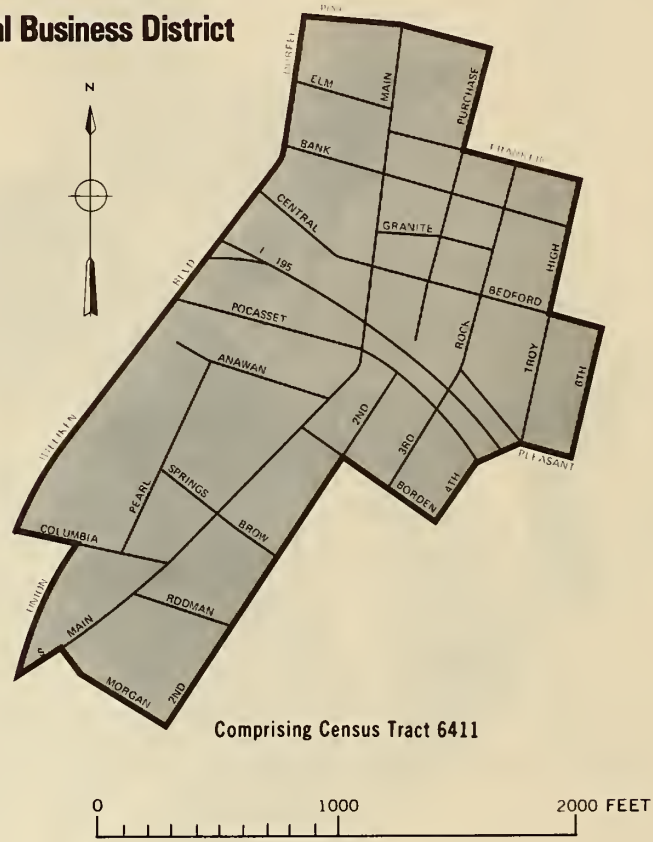
Standard Metropolitan Statistical Area

NOTE: The boundaries of the counties bordering Narragansett Bay (except Providence County) follow the shoreline; jurisdiction over the water area belongs to the State and not to the counties (with the exception of Providence County). For clarity in graphic presentation of county jurisdiction of the islands in Narragansett Bay, the boundaries of all counties have been extended into the waters of the Bay.



FALL RIVER

Central Business District



Comprising Census Tract 6411

FALL RIVER

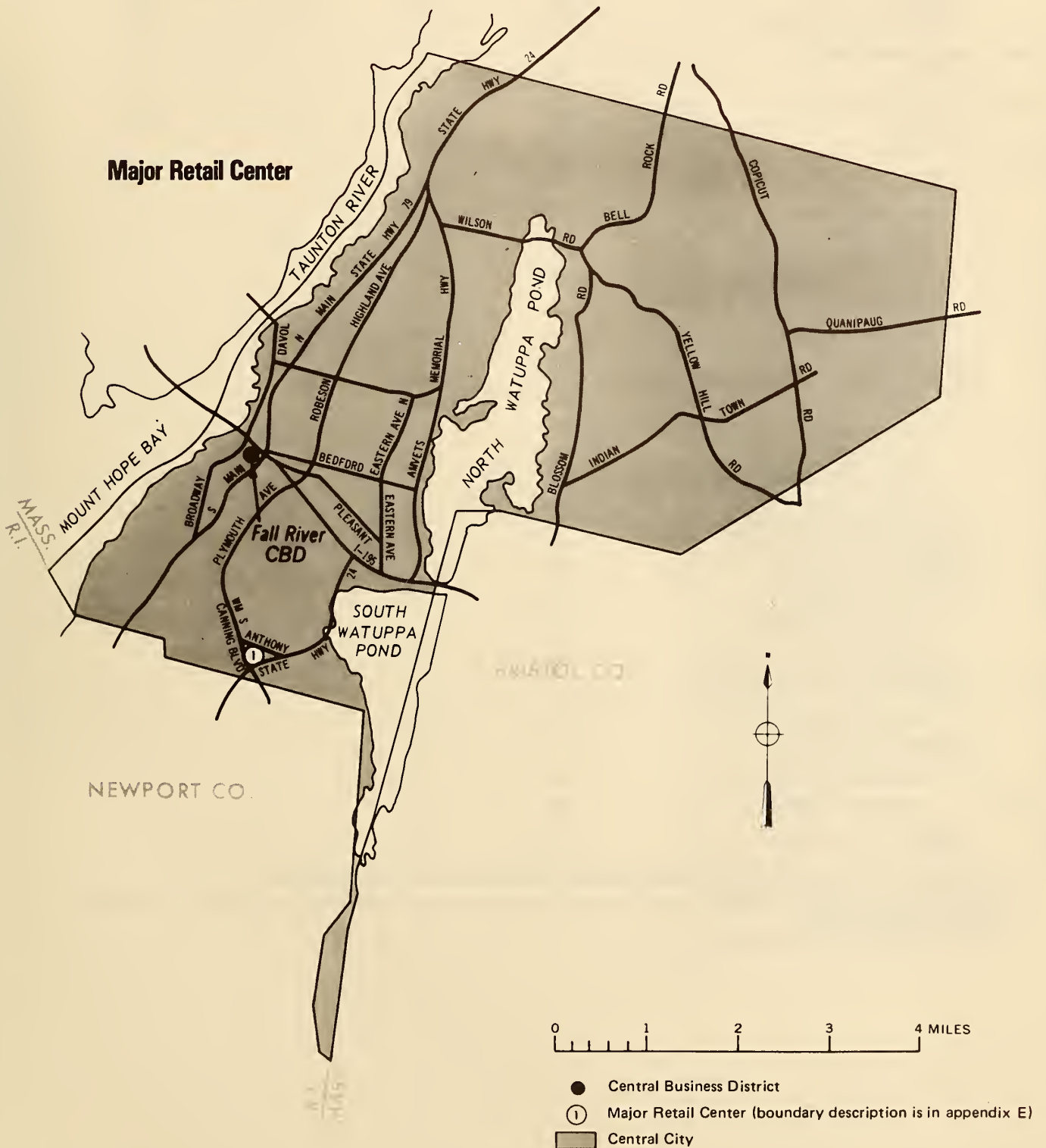


Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail center No. 1
	Retail stores:^{1 2}				
	Number -----	1 398	760	75	31
	Sales (\$1,000) -----	438 022	(D)	16 714	31 584
	Payroll entire year (\$1,000) -----	(D)	27 693	2 908	3 249
	Paid employees for week including March 12 ---	(D)	4 443	451	564
54, 58, 591	Convenience goods stores:				
	Number -----	549	320	19	5
	Sales (\$1,000) -----	(D)	(D)	3 023	7 720
53, 56, 57; 594	Shopping goods stores (GAF):³				
	Number -----	342	206	46	21
	Sales (\$1,000) -----	119 548	71 332	12 558	16 078
52, 55, 59, ex. 591, 4, 6	All other stores:				
	Number -----	507	234	10	5
	Sales (\$1,000) -----	(D)	85 443	1 133	7 786
	Number of Establishments				
	Retail stores^{1 2} -----	1 398	760	75	31
52	Building materials, hardware, garden supply, and mobile home dealers -----	48	18	1	-
525	Hardware stores -----	9	6	-	-
52 ex. 525	Other -----	39	12	1	-
53	General merchandise group stores -----	66	49	2	3
531	Department stores ⁴ -----	9	5	-	2
533	Variety stores -----	49	39	2	-
539	Miscellaneous general merchandise stores -----	8	5	-	1
54	Food stores⁵ -----	212	128	4	1
541	Grocery stores -----	111	65	1	1
55 ex. 554	Automotive dealers -----	119	52	1	1
554	Gasoline service stations -----	115	56	-	-
56	Apparel and accessory stores -----	84	53	22	6
561	Men's and boys' clothing and furnishings stores --	18	11	8	1
562, 3, 8	Women's clothing and specialty stores and furriers -----	31	20	10	2
562	Women's ready-to-wear stores -----	25	17	7	1
565	Family clothing stores -----	10	6	-	1
566	Shoe stores -----	19	13	1	2
564, 9	Other apparel and accessory stores -----	6	3	3	-
57	Furniture, home furnishings, and equipment stores -----	82	51	9	5
5712	Furniture stores -----	27	18	2	-
5713, 4, 9	Home furnishings stores -----	29	14	1	-
572, 3	Household appliance, radio, television, and music stores -----	26	19	6	5
58	Eating and drinking places -----	291	162	11	3
5812	Eating places -----	224	115	9	3
5813	Drinking places (alcoholic beverages) -----	67	47	2	-
591	Drug and proprietary stores -----	46	30	4	1
59 ex. 591, 6	Miscellaneous retail stores⁶ -----	335	161	21	11
592	Liquor stores -----	55	28	2	-
594	Miscellaneous shopping goods stores -----	110	53	13	7
5992	Florists -----	24	18	-	-

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

Table 2 omitted for this SMSA because
there were no major retail centers
or central business districts with 100
retail establishments or more in 1977

Table 3. **Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Fall River					
	Retail stores ² -----	760	(D)	27 693	6 518	4 443
52	Building materials, hardware, garden supply, and mobile home dealers -----	18	(D)	789	192	81
525	Hardware stores -----	6	621	(D)	(D)	(D)
52 ex. 525	Other -----	12	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	49	32 933	4 052	929	709
531	Department stores ³ -----	5	25 490	3 242	739	579
533	Variety stores -----	39	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	5	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	128	61 915	5 522	1 394	867
541	Grocery stores -----	65	53 221	4 534	1 144	638
55 ex. 554	Automotive dealers -----	52	41 153	3 726	809	362
554	Gasoline service stations -----	56	15 059	986	246	188
56	Apparel and accessory stores -----	53	16 024	2 008	465	351
561	Men's and boys' clothing and furnishings stores -----	11	(D)	709	175	87
562, 3, 8	Women's clothing and specialty stores and furriers -----	20	(D)	791	187	178
562	Women's ready-to-wear stores -----	17	(D)	(D)	(D)	(D)
565	Family clothing stores -----	6	3 964	(D)	(D)	(D)
566	Shoe stores -----	13	1 429	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	51	16 368	2 678	599	279
5712	Furniture stores -----	18	(D)	2 084	456	189
5713, 4, 9	Home furnishings stores -----	14	(D)	235	61	31
572, 3	Household appliance, radio, television, and music stores -----	19	(D)	359	82	59
58	Eating and drinking places -----	162	18 226	3 838	917	965
5812	Eating places -----	115	(D)	3 339	786	848
5813	Drinking places (alcoholic beverages) -----	47	(D)	499	131	117
591	Drug and proprietary stores -----	30	(D)	1 300	313	244
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	161	(D)	2 794	654	397
592	Liquor stores -----	28	9 888	664	152	121
594	Miscellaneous shopping goods stores -----	53	6 007	852	208	135
5992	Florists -----	18	929	178	40	26

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
Fall River, Mass.-R.I., SMSA						
	Retail stores²-----	1 398	438 022	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	48	(D)	2 619	588	258
525	Hardware stores -----	9	942	50	14	12
52 ex. 525	Other -----	39	(D)	2 569	574	246
53	General merchandise group stores -----	66	61 515	8 169	1 885	1 368
531	Department stores ³ -----	9	(D)	(D)	(D)	(D)
533	Variety stores -----	49	4 534	332	90	76
539	Miscellaneous general merchandise stores -----	8	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	212	106 699	9 551	2 464	1 625
541	Grocery stores -----	111	93 548	8 173	2 137	1 293
55 ex. 554	Automotive dealers -----	119	55 180	4 789	1 014	484
554	Gasoline service stations -----	115	31 906	2 073	530	369
56	Apparel and accessory stores -----	84	24 079	2 870	667	531
561	Men's and boys' clothing and furnishings stores -----	18	5 669	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	31	10 701	1 344	320	303
562	Women's ready-to-wear stores -----	25	(D)	1 253	296	281
565	Family clothing stores -----	10	4 793	354	64	61
566	Shoe stores -----	19	2 544	262	57	47
564, 9	Other apparel and accessory stores -----	6	372	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	82	21 177	(D)	(D)	(D)
5712	Furniture stores -----	27	13 141	2 352	517	228
5713, 4, 9	Home furnishings stores -----	29	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	26	(D)	498	116	80
58	Eating and drinking places -----	291	40 123	9 185	2 085	2 235
5812	Eating places -----	224	36 189	8 337	1 870	2 035
5813	Drinking places (alcoholic beverages) -----	67	3 934	848	215	200
591	Drug and proprietary stores -----	46	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	335	61 045	(D)	(D)	(D)
592	Liquor stores -----	55	15 577	1 007	244	198
594	Miscellaneous shopping goods stores -----	110	12 777	1 553	367	273
5992	Florists -----	24	1 318	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Fall River					
	Retail stores ² -----	120	30 558	5 159	1 244	1 049
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	4	(D)	(D)	(D)	(D)
531	Department stores ³ -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores -----	9	1 501	210	49	54
55 ex. 554	Automotive dealers -----	2	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	1	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	31	9 194	1 548	376	309
561	Men's and boys' clothing and furnishings stores -----	9	3 380	646	152	94
562, 3, 8	Women's clothing and specialty stores and furriers -----	16	5 372	844	211	202
562	Women's ready-to-wear stores -----	13	4 983	793	197	188
565	Family clothing stores -----	-	-	-	-	-
566	Shoe stores -----	5	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	18	6 790	1 125	265	140
5712	Furniture stores -----	3	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	13	4 863	653	177	94
58	Eating and drinking places -----	18	1 705	377	96	133
5812	Eating places -----	15	1 282	290	71	111
5813	Drinking places (alcoholic beverages) -----	3	423	87	25	22
591	Drug and proprietary stores -----	4	741	101	27	30
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	31	3 926	584	140	96
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	22	1 892	310	72	61
5992	Florists -----	-	-	-	-	-

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

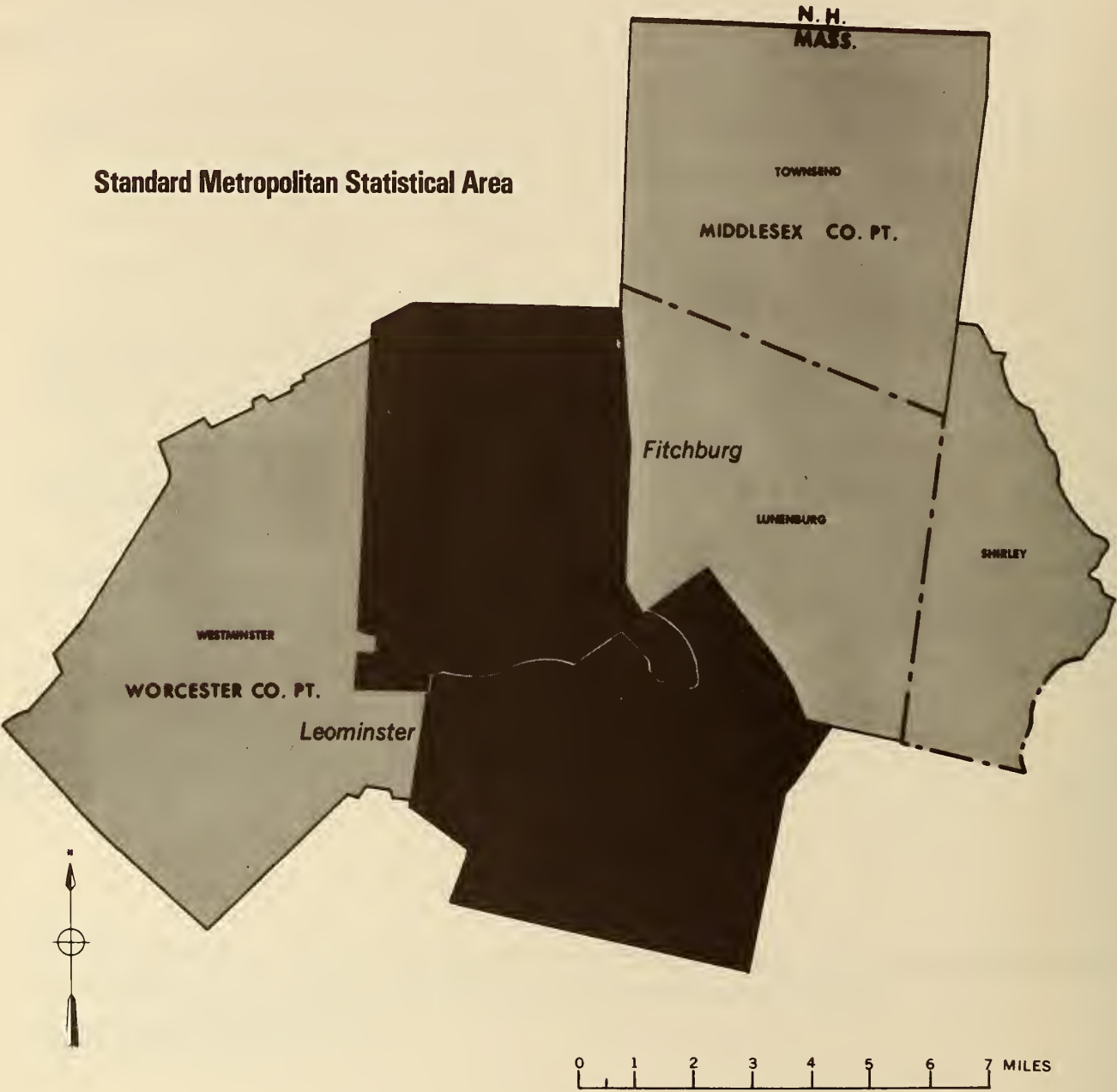
Table 6 omitted because there were no central business districts with 100 retail establishments or more in the Fall River SMSA in 1977

Table 7. **Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

Table 7 omitted because there were no central business districts with 100 retail establishments or more in the Fall River SMSA in 1977

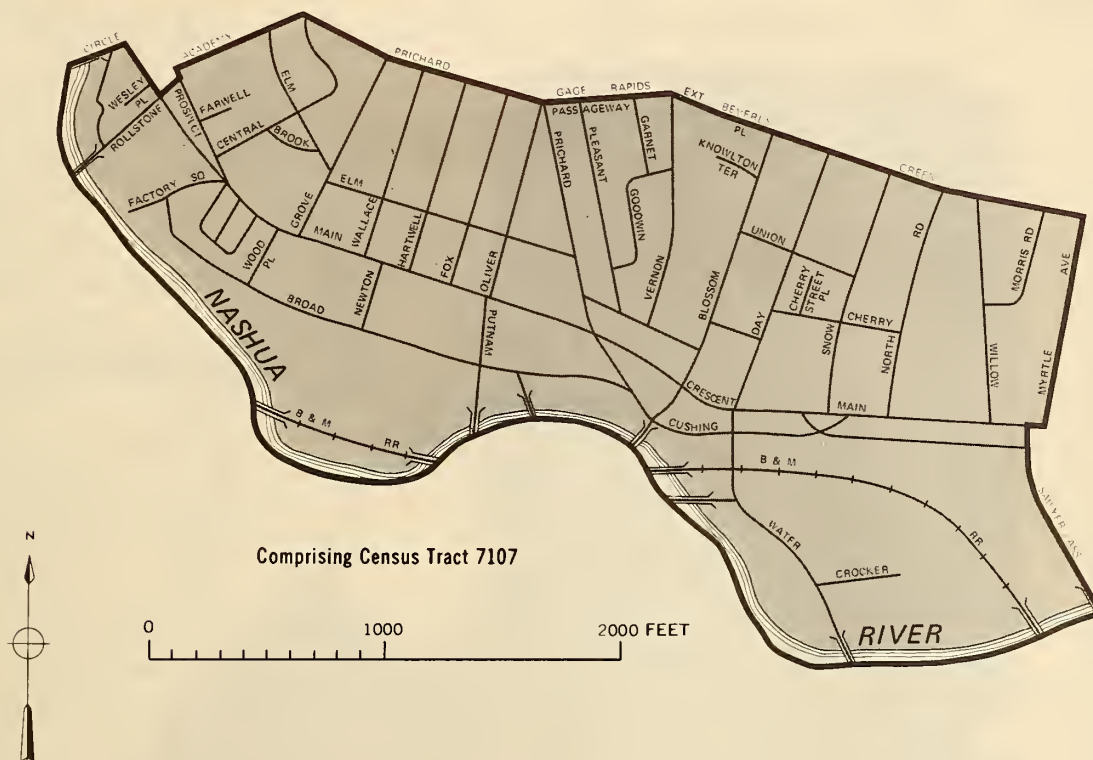
FITCHBURG—LEOMINSTER

Standard Metropolitan Statistical Area

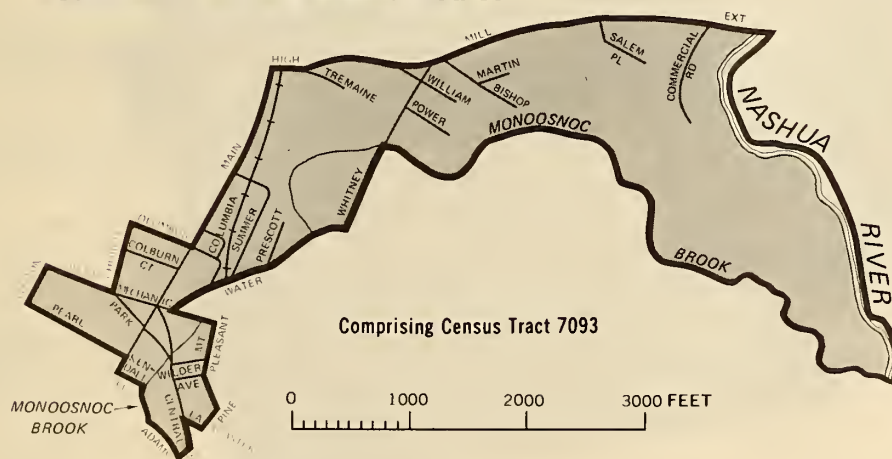


FITCHBURG-LEOMINSTER

Fitchburg Central Business District



Leominster Central Business District



FITCHBURG-LEOMINSTER

Major Retail Center

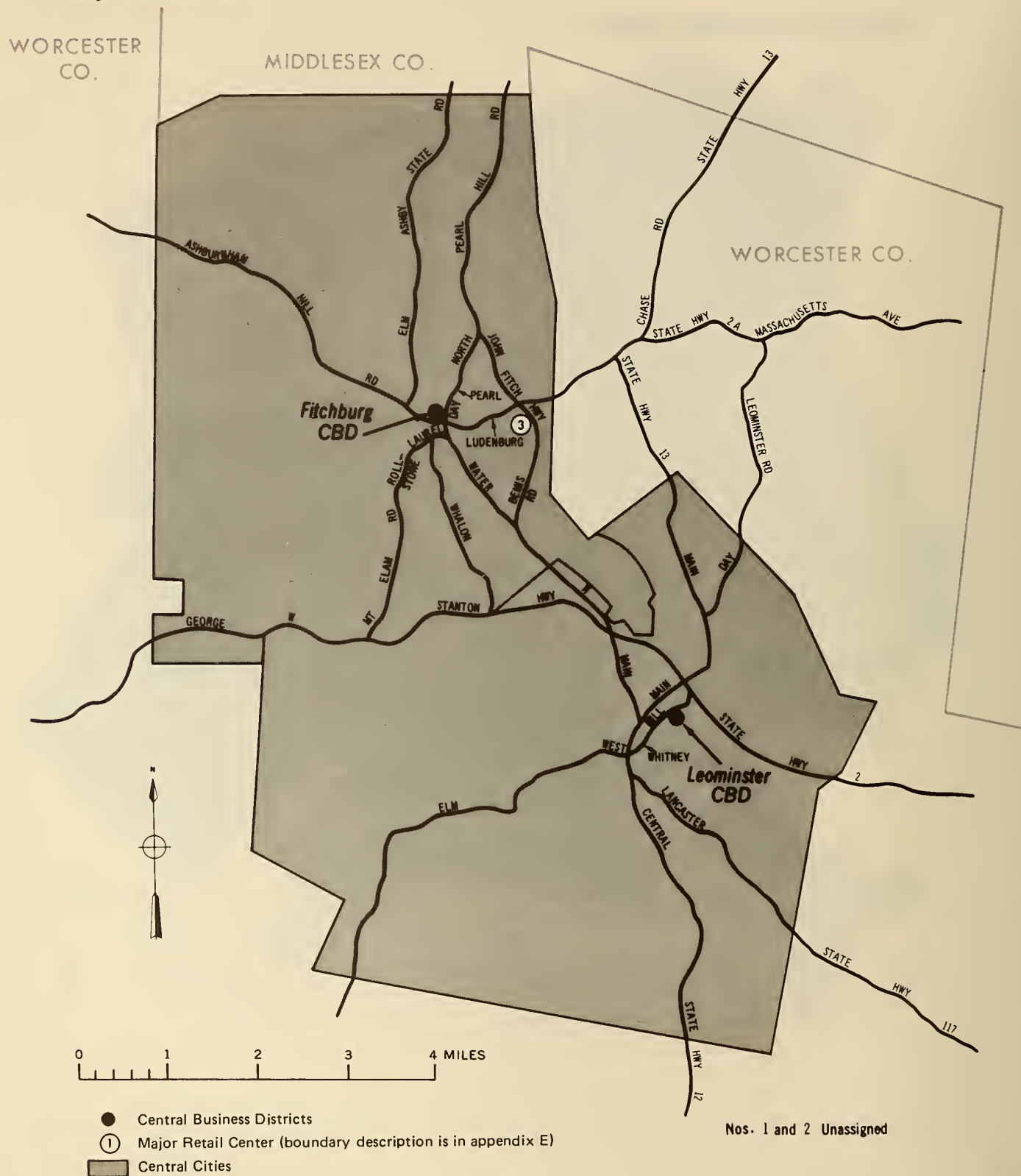


Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	Cities		Central business districts		Major retail center No. 3
			Fitchburg	Leominster	Fitchburg	Leominster	
54, 58, 591	Retail stores:^{1 2}						
	Number -----	787	345	287	86	73	66
	Sales (\$1,000) -----	306 724	150 867	124 735	38 722	56 223	48 798
	Payroll entire year (\$1,000) -----	(D) 16 409	13 760		4 473	6 865	5 345
	Paid employees for week including March 12 ---	(D) 2 925	2 432		862	1 219	829
53, 56, 57; 594	Convenience goods stores:						
	Number -----	274	119	102	21	27	19
52, 55, 59, ex. 591, 4, 6	Sales (\$1,000) -----	108 446	58 289	38 188	18 442	17 237	14 092
	Shopping goods stores (GAF):³						
52, 55, 59, ex. 591, 4, 6	Number -----	201	101	72	42	33	15
	Sales (\$1,000) -----	89 174	38 808	47 714	12 435	34 536	9 644
52, 55, 59, ex. 591, 4, 6	All other stores:						
	Number -----	312	125	113	23	13	32
	Sales (\$1,000) -----	109 104	53 770	(D)	7 845	4 450	25 062
52	Number of Establishments						
	Retail stores^{1 2} -----	787	345	287	86	73	66
525	Building materials, hardware, garden supply, and mobile home dealers -----	41	13	15	3	3	1
	Hardware stores -----	11	3	4	-	1	-
53	Other -----	30	10	11	3	2	1
	General merchandise group stores -----	33	16	12	4	6	2
531	Department stores ⁴ -----	6	3	3	1	3	1
	Variety stores -----	21	10	7	2	2	-
533	Miscellaneous general merchandise stores -----	6	3	2	1	1	1
	Food stores⁵ -----	86	35	33	8	7	7
541	Grocery stores -----	53	22	18	3	3	4
	Automotive dealers -----	78	38	25	5	2	17
554	Gasoline service stations -----	77	32	29	3	3	11
	Apparel and accessory stores -----	40	22	18	15	9	5
561	Men's and boys' clothing and furnishings stores --	8	4	4	3	1	1
	Women's clothing and specialty stores and furriers -----	12	7	5	4	3	2
562, 3, 8	Women's ready-to-wear stores -----	10	6	4	4	2	2
	Family clothing stores -----	5	2	3	1	2	-
566	Shoe stores -----	11	6	5	4	2	2
	Other apparel and accessory stores -----	4	3	1	3	1	-
57	Furniture, home furnishings, and equipment stores -----	58	24	25	8	10	2
	Furniture stores -----	19	10	5	3	3	-
5712	Home furnishings stores -----	22	8	10	2	3	-
	Household appliance, radio, television, and music stores -----	17	6	10	3	4	2
58	Eating and drinking places -----	160	72	57	10	19	11
	Eating places -----	128	59	45	7	13	11
5812	Drinking places (alcoholic beverages) -----	32	13	12	3	6	-
	Drug and proprietary stores -----	28	12	12	3	1	1
591	Miscellaneous retail stores⁶ -----	186	81	61	27	13	9
	Liquor stores -----	28	14	7	4	3	2
594	Miscellaneous shopping goods stores -----	70	39	17	15	8	6
	Florists -----	9	2	4	2	-	-

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

Table 2 omitted for this SMSA because
there were no major retail centers
or central business districts with 100
retail establishments or more in 1977

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Fitchburg					
	Retail stores²-----	345	150 867	16 409	4 090	2 925
52	Building materials, hardware, garden supply, and mobile home dealers -----	13	5 570	(D)	(D)	(D)
525	Hardware stores -----	3	937	175	19	11
52 ex. 525	Other -----	10	4 633	(D)	(D)	(D)
53	General merchandise group stores -----	16	21 838	2 272	534	438
531	Department stores ³ -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	10	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	35	43 009	3 340	894	627
541	Grocery stores -----	22	39 981	2 913	783	557
55 ex. 554	Automotive dealers -----	38	26 279	2 733	656	250
554	Gasoline service stations -----	32	11 366	706	180	121
58	Apparel and accessory stores -----	22	6 269	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores -----	4	2 077	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	7	2 579	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	6	2 552	528	153	83
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	6	747	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	24	5 396	798	201	92
5712	Furniture stores -----	10	1 586	211	54	28
5713, 4, 9	Home furnishings stores -----	8	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	6	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	72	9 832	2 458	589	730
5812	Eating places -----	59	9 247	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	13	585	(D)	(D)	(D)
591	Drug and proprietary stores -----	12	5 448	617	147	125
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	81	15 860	1 363	334	251
592	Liquor stores -----	14	5 876	304	71	75
594	Miscellaneous shopping goods stores -----	39	5 305	693	163	112
5992	Florists -----	2	(D)	(D)	(D)	(D)

Table 3. **Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Leominster					
	Retail stores²-----	287	124 735	13 760	3 301	2 432
52	Building materials, hardware, garden supply, and mobile home dealers -----	15	2 893	(D)	(D)	(D)
525	Hardware stores -----	4	1 523	(D)	(D)	(D)
52 ex. 525	Other -----	11	1 370	(D)	(D)	(D)
53	General merchandise group stores -----	12	28 267	(D)	(D)	(D)
531	Department stores ³ -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	7	2 835	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	33	25 940	2 354	629	480
541	Grocery stores -----	18	22 765	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	25	15 374	1 448	343	136
554	Gasoline service stations -----	29	10 846	572	142	115
56	Apparel and accessory stores -----	18	9 919	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores -----	4	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	5	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	4	(D)	(D)	(D)	(D)
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	5	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	-	-	-
57	Furniture, home furnishings, and equipment stores -----	25	5 649	919	186	109
5712	Furniture stores -----	5	3 194	528	103	54
5713, 4, 9	Home furnishings stores -----	10	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	10	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	57	8 874	1 980	473	522
5812	Eating places -----	45	7 947	1 741	407	457
5813	Drinking places (alcoholic beverages) -----	12	927	239	66	65
591	Drug and proprietary stores -----	12	3 374	461	123	94
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	61	13 599	1 104	282	156
592	Liquor stores -----	7	2 328	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	17	3 879	358	89	63
5992	Florists -----	4	290	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
Fitchburg-Leominster, Mass., SMSA						
	Retail stores²-----	787	306 724	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	41	11 952	1 752	407	197
525	Hardware stores -----	11	2 779	436	81	44
52 ex. 525	Other -----	30	9 173	1 316	326	153
53	General merchandise group stores -----	33	50 469	5 959	1 380	1 049
531	Department stores ³ -----	6	41 851	5 081	1 173	820
533	Variety stores -----	21	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	6	(D)	(D)	(D)	(D)
54	Food stores⁴-----	86	74 874	6 200	1 635	1 196
541	Grocery stores -----	53	68 495	5 250	1 386	1 014
55 ex. 554	Automotive dealers -----	78	48 238	4 834	1 124	447
554	Gasoline service stations-----	77	25 495	1 493	376	281
56	Apparel and accessory stores -----	40	16 188	2 041	532	349
561	Men's and boys' clothing and furnishings stores -----	8	(D)	432	125	51
562, 3, 8	Women's clothing and specialty stores and furriers -----	12	(D)	768	209	130
562	Women's ready-to-wear stores -----	10	(D)	(D)	(D)	(D)
565	Family clothing stores -----	5	(D)	(D)	(D)	(D)
566	Shoe stores -----	11	(D)	305	74	63
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	58	12 289	1 834	414	217
5712	Furniture stores -----	19	5 230	785	169	91
5713, 4, 9	Home furnishings stores -----	22	2 787	506	116	56
572, 3	Household appliance, radio, television, and music stores -----	17	4 272	543	129	70
58	Eating and drinking places-----	160	24 296	5 988	1 391	1 645
5812	Eating places -----	128	21 890	5 405	1 241	1 499
5813	Drinking places (alcoholic beverages) -----	32	2 406	583	150	146
591	Drug and proprietary stores -----	28	9 276	1 161	287	236
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	186	33 647	(D)	(D)	(D)
592	Liquor stores -----	28	9 338	523	135	118
594	Miscellaneous shopping goods stores-----	70	10 228	1 173	287	207
5992	Florists -----	9	(D)	105	26	21

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Fitchburg					
	Retail stores ² -----	102	33 261	4 525	1 083	1 114
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	1 200	299	82	46
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	7	6 629	986	233	300
531	Department stores ³ -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	3	1 129	235	61	65
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	Food stores -----	10	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	5	1 748	146	28	25
554	Gasoline service stations -----	2	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	24	6 547	1 002	265	205
561	Men's and boys' clothing and furnishings stores -----	5	1 479	228	69	29
562, 3, 8	Women's clothing and specialty stores and furriers -----	7	3 979	551	137	120
562	Women's ready-to-wear stores -----	6	3 937	538	133	115
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	8	735	129	34	36
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	6	1 794	368	79	57
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	3	1 082	221	45	30
58	Eating and drinking places -----	11	(D)	(D)	(D)	(D)
5812	Eating places -----	8	703	201	51	103
5813	Drinking places (alcoholic beverages) -----	3	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	4	600	133	31	34
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	30	3 457	463	107	98
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	17	1 061	235	58	50
5992	Florists -----	1	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

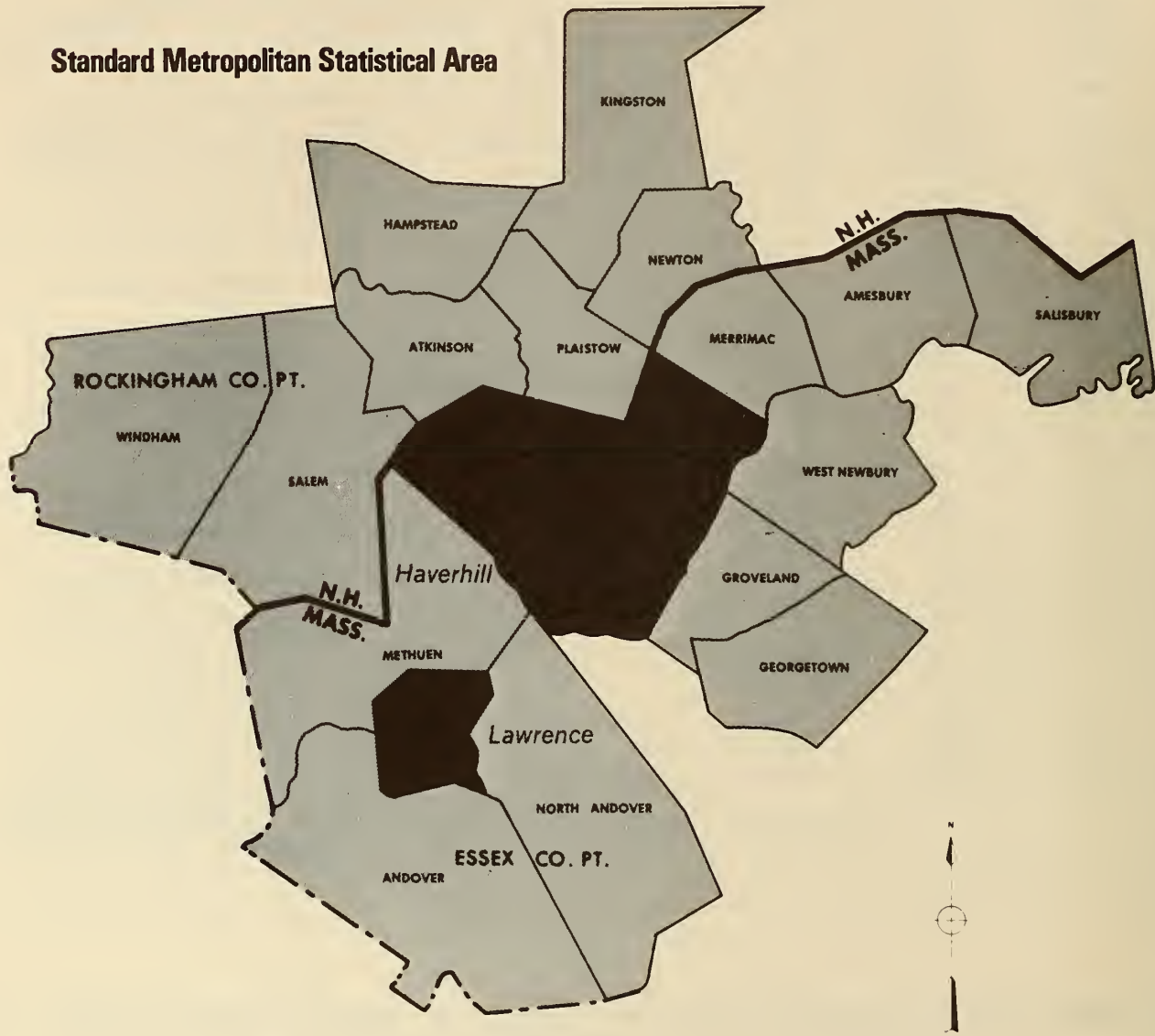
Table 6 omitted because there were no central business districts with 100 retail establishments or more in the Fitchburg-Leominster SMSA in 1977

Table 7. **Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

Table 7 omitted because there were no central business districts with 100 retail establishments or more in the Fitchburg-Leominster SMSA in 1977

LAWRENCE-HAVERHILL

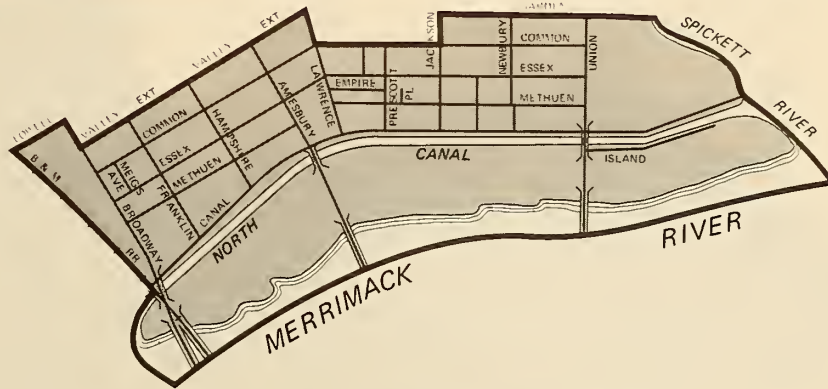
Standard Metropolitan Statistical Area



0 2 4 6 8 10 MILES

LAWRENCE-HAVERHILL

Lawrence Central Business District



Comprising Census Tract 2501

0 1000 2000 3000 FEET



Haverhill Central Business District

Comprising Census Tract 2601

0 1000 2000 3000 FEET



LAWRENCE-HAVERHILL

Major Retail Center



- Central Business Districts
- ① Major Retail Center (boundary description is in appendix E)
- ▭ Central Cities

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	Cities		Central business districts		Major retail center No. 1
			Lawrence	Haverhill	Lawrence	Haverhill	
54, 58, 591	Retail stores:^{1 2}						
	Number	2 206	581	392	151	124	87
	Sales (\$1,000)	885 523	187 871	176 948	43 980	32 105	61 208
	Payroll entire year (\$1,000)	99 101	22 968	19 626	8 129	4 442	7 779
	Paid employees for week including March 12 ---	16 980	3 633	3 345	1 352	688	1 426
53, 56, 57; 594	Convenience goods stores:						
	Number	833	251	143	54	53	20
52, 55, 59, ex. 591, 4, 6	Shopping goods stores (GAF):³						
	Number	604	153	102	67	40	56
52	All other stores:						
	Number	769	177	147	30	31	11
	Sales (\$1,000)	339 671	90 759	76 657	7 711	4 303	1 873
	Number of Establishments						
	Retail stores ^{1 2}	2 206	581	392	151	124	87
525	Building materials, hardware, garden supply, and mobile home dealers	96	14	16	2	6	-
	Hardware stores	30	5	3	2	2	-
53	Other	66	9	13	-	4	-
	General merchandise group stores	76	18	20	2	6	4
531	Department stores ⁴	19	2	4	-	1	4
	Variety stores	37	13	12	1	5	-
539	Miscellaneous general merchandise stores	20	3	4	1	-	-
54	Food stores⁵	268	90	47	9	14	8
	Grocery stores	157	56	32	3	8	1
55 ex. 554	Automotive dealers	148	41	33	4	5	-
	Gasoline service stations	193	44	41	5	6	1
56	Apparel and accessory stores	158	41	28	30	13	27
	Men's and boys' clothing and furnishings stores --	28	9	6	7	3	5
562, 3, 8	Women's clothing and specialty stores and furriers	63	16	9	12	4	12
	Women's ready-to-wear stores	53	10	7	9	2	12
565	Family clothing stores	12	2	1	2	-	3
	Shoe stores	44	11	8	7	3	6
564, 9	Other apparel and accessory stores	11	3	4	2	3	1
57	Furniture, home furnishings, and equipment stores	175	59	27	21	11	4
	Furniture stores	56	17	9	10	4	-
5712, 4, 9	Home furnishings stores	52	20	7	5	1	1
	Household appliance, radio, television, and music stores	67	22	11	6	6	3
58	Eating and drinking places	488	135	79	41	34	11
	Eating places	388	96	59	29	21	11
5812	Drinking places (alcoholic beverages)	100	39	20	12	13	-
	Drug and proprietary stores	77	26	17	4	5	1
59 ex. 591, 8	Miscellaneous retail stores⁶	527	113	84	33	24	31
	Liquor stores	56	16	7	3	2	-
592	Miscellaneous shopping goods stores	195	35	27	14	10	21
	Florists	44	9	10	1	2	2

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Lawrence CBD					
	Retail stores²-----	151	43 980	8 129	1 955	1 352
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	2	(D)	(D)	(D)	(D)
531	Department stores ³ -----	-	-	-	-	-
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores⁴-----	9	3 320	595	152	102
541	Grocery stores -----	3	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	4	1 449	230	63	39
554	Gasoline service stations -----	5	1 699	182	52	26
56	Apparel and accessory stores -----	30	11 528	2 497	583	373
561	Men's and boys' clothing and furnishings stores -----	7	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	12	4 305	974	200	182
562	Women's ready-to-wear stores -----	9	3 623	827	162	159
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	7	1 398	239	73	37
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	21	8 125	1 426	344	155
5712	Furniture stores -----	10	5 083	963	199	92
5713, 4, 9	Home furnishings stores -----	5	894	146	37	16
572, 3	Household appliance, radio, television, and music stores -----	6	2 148	317	108	47
58	Eating and drinking places-----	41	8 145	1 911	455	457
5812	Eating places -----	29	6 915	1 578	373	383
5813	Drinking places (alcoholic beverages) -----	12	1 230	333	82	74
591	Drug and proprietary stores -----	4	1 484	168	40	37
59 ex. 591, 6	Miscellaneous retail stores⁵-----	33	(D)	(D)	(D)	(D)
592	Liquor stores -----	3	545	44	12	8
594	Miscellaneous shopping goods stores -----	14	(D)	(D)	(D)	(D)
5992	Florists -----	1	(D)	(D)	(D)	(D)

Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Haverhill CBD					
	Retail stores ² -----	124	32 105	4 442	1 003	688
52	Building materials, hardware, garden supply, and mobile home dealers -----	6	1 468	253	68	30
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	4	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	6	(D)	(D)	(D)	(D)
531	Department stores ³ -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	5	263	9	3	7
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores ⁴ -----	14	4 433	421	93	110
541	Grocery stores -----	8	2 855	166	43	57
55 ex. 554	Automotive dealers -----	5	969	74	16	5
554	Gasoline service stations -----	6	689	37	16	12
56	Apparel and accessory stores -----	13	13 199	1 505	291	158
561	Men's and boys' clothing and furnishings stores -----	3	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	4	700	131	29	25
562	Women's ready-to-wear stores -----	2	(D)	(D)	(D)	(D)
565	Family clothing stores -----	-	-	-	-	-
566	Shoe stores -----	3	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	11	(D)	(D)	(D)	(D)
5712	Furniture stores -----	4	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	6	1 802	378	78	46
58	Eating and drinking places -----	34	2 322	393	104	119
5812	Eating places -----	21	1 722	283	76	96
5813	Drinking places (alcoholic beverages) -----	13	600	110	28	23
591	Drug and proprietary stores -----	5	1 132	209	52	26
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	24	2 831	490	110	61
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	10	(D)	(D)	(D)	(D)
5992	Florists -----	2	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Lawrence					
	Retail stores²-----	581	187 871	22 968	5 484	3 833
52	Building materials, hardware, garden supply, and mobile home dealers -----	14	9 312	1 180	283	115
525	Hardware stores -----	5	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	9	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	18	(D)	(D)	(D)	(D)
531	Department stores ³ -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	13	1 229	93	22	40
539	Miscellaneous general merchandise stores -----	3	(D)	-	-	-
54	Food stores⁴-----	90	34 636	3 207	864	725
541	Grocery stores -----	56	30 161	2 351	638	564
55 ex. 554	Automotive dealers -----	41	47 453	4 462	1 015	421
554	Gasoline service stations -----	44	13 598	984	255	168
58	Apparel and accessory stores-----	41	12 399	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores -----	9	5 317	1 199	290	134
562, 3, 8	Women's clothing and specialty stores and furriers -----	16	(D)	1 013	208	193
562	Women's ready-to-wear stores -----	10	(D)	852	167	168
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	11	1 547	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	59	14 970	2 207	499	252
5712	Furniture stores -----	17	6 161	1 038	219	103
5713, 4, 9	Home furnishings stores -----	20	2 865	470	101	58
572, 3	Household appliance, radio, television, and music stores -----	22	5 944	699	179	91
58	Eating and drinking places-----	135	17 615	4 015	897	868
5812	Eating places -----	96	(D)	3 345	729	733
5813	Drinking places (alcoholic beverages) -----	39	(D)	670	168	135
591	Drug and proprietary stores -----	26	(D)	1 165	299	273
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	113	25 310	2 610	660	319
592	Liquor stores -----	16	(D)	293	73	56
594	Miscellaneous shopping goods stores -----	35	4 914	669	144	76
5992	Florists -----	9	594	92	23	16

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Haverhill					
	Retail stores²-----	392	176 948	19 626	4 843	3 345
52	Building materials, hardware, garden supply, and mobile home dealers -----	16	7 210	982	219	94
525	Hardware stores -----	3	(D)	191	52	19
52 ex. 525	Other -----	13	(D)	791	167	75
53	General merchandise group stores -----	20	15 109	1 969	535	409
531	Department stores ³ -----	4	10 657	1 695	471	349
533	Variety stores -----	12	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	4	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	47	39 382	3 366	853	686
541	Grocery stores -----	32	36 164	2 823	738	577
55 ex. 554	Automotive dealers -----	33	41 141	4 093	1 144	475
554	Gasoline service stations -----	41	14 057	791	202	150
56	Apparel and accessory stores -----	28	14 736	1 745	355	203
561	Men's and boys' clothing and furnishings stores -----	6	1 523	285	65	33
562, 3, 8	Women's clothing and specialty stores and furriers -----	9	1 203	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	7	991	(D)	(D)	(D)
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	8	1 106	188	41	31
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	27	9 347	1 207	258	150
5712	Furniture stores -----	9	5 988	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	7	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	11	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	79	12 957	2 995	695	805
5812	Eating places -----	59	11 929	2 816	643	746
5813	Drinking places (alcoholic beverages) -----	20	1 028	179	52	59
591	Drug and proprietary stores -----	17	5 318	792	189	151
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	84	17 691	1 686	393	222
592	Liquor stores -----	7	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	27	3 442	569	132	75
5992	Florists -----	10	645	132	28	20

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
Lawrence-Haverhill, Mass.-N.H., SMSA						
	Retail stores² -----	2 206	885 523	99 101	23 664	16 980
52	Building materials, hardware, garden supply, and mobile home dealers -----	96	42 939	5 308	1 171	558
525	Hardware stores -----	30	7 898	1 102	293	153
52 ex. 525	Other -----	66	35 041	4 206	878	405
53	General merchandise group stores -----	76	98 361	11 734	2 710	2 076
531	Department stores ³ -----	19	86 867	10 896	2 513	1 861
533	Variety stores -----	37	5 014	276	70	95
539	Miscellaneous general merchandise stores -----	20	6 480	562	127	120
54	Food stores⁴ -----	268	217 196	18 415	4 831	3 828
541	Grocery stores -----	157	197 018	15 430	4 107	3 265
55 ex. 554	Automotive dealers -----	148	156 945	14 396	3 426	1 416
554	Gasoline service stations -----	193	63 085	4 155	1 071	709
56	Apparel and accessory stores -----	158	59 873	8 121	1 806	1 347
561	Men's and boys' clothing and furnishings stores -----	28	14 231	2 455	553	327
562, 3, 8	Women's clothing and specialty stores and furriers -----	63	17 971	2 771	632	586
562	Women's ready-to-wear stores -----	53	(D)	2 558	578	545
565	Family clothing stores -----	12	9 115	755	176	162
566	Shoe stores -----	44	6 530	893	214	151
564, 9	Other apparel and accessory stores -----	11	12 026	1 247	231	121
57	Furniture, home furnishings, and equipment stores -----	175	44 051	5 776	1 317	702
5712	Furniture stores -----	56	20 731	2 962	682	340
5713, 4, 9	Home furnishings stores -----	52	9 513	1 064	224	141
572, 3	Household appliance, radio, television, and music stores -----	67	13 807	1 750	411	221
58	Eating and drinking places -----	488	79 114	18 321	4 135	4 317
5812	Eating places -----	388	70 744	16 431	3 673	3 865
5813	Drinking places (alcoholic beverages) -----	100	8 370	1 890	462	452
591	Drug and proprietary stores -----	77	26 321	3 502	857	714
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	527	97 638	9 373	2 340	1 313
592	Liquor stores -----	56	24 816	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	195	20 936	2 699	639	453
5992	Florists -----	44	3 182	549	130	97

¹For all establishments, including those with no payroll.²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).³Includes sales from catalog order desks.⁴Includes data not covered by SIC 541.⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Lawrence					
	Retail stores²-----	194	49 835	8 701	2 055	1 821
52	Building materials, hardware, garden supply, and mobile home dealers -----	5	1 283	195	44	22
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	6	8 248	1 406	331	300
531	Department stores ³ -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores -----	15	3 713	554	140	109
55 ex. 554	Automotive dealers -----	2	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	5	802	111	26	20
56	Apparel and accessory stores -----	50	15 674	2 807	689	617
561	Men's and boys' clothing and furnishings stores -----	12	6 357	1 234	310	234
562, 3, 8	Women's clothing and specialty stores and furriers -----	17	5 523	971	229	230
562	Women's ready-to-wear stores -----	12	4 873	836	193	202
565	Family clothing stores -----	4	704	93	22	44
566	Shoe stores -----	11	1 692	266	71	56
564, 9	Other apparel and accessory stores -----	6	1 398	243	57	53
57	Furniture, home furnishings, and equipment stores -----	24	8 461	1 399	322	203
5712	Furniture stores -----	11	4 213	720	169	99
5713, 4, 9	Home furnishings stores -----	3	976	184	41	25
572, 3	Household appliance, radio, television, and music stores -----	10	3 272	495	112	79
58	Eating and drinking places -----	42	6 059	1 421	327	406
5812	Eating places -----	28	5 145	1 137	266	343
5813	Drinking places (alcoholic beverages) -----	14	914	284	61	63
591	Drug and proprietary stores -----	4	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores⁴-----	41	4 177	658	143	118
592	Liquor stores -----	3	528	52	12	11
594	Miscellaneous shopping goods stores -----	20	2 243	413	89	68
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 5. **Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972—Con.**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Haverhill					
	Retail stores²-----	115	25 814	3 753	926	801
52	Building materials, hardware, garden supply, and mobile home dealers -----	5	1 209	202	51	30
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	3	(D)	(D)	(D)	(D)
531	Department stores ³ -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	-	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores -----	10	7 480	886	176	167
55 ex. 554	Automotive dealers -----	3	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	4	227	8	2	1
56	Apparel and accessory stores -----	21	4 349	711	172	137
561	Men's and boys' clothing and furnishings stores -----	8	2 110	344	71	42
562, 3, 8	Women's clothing and specialty stores and furriers -----	7	1 289	201	58	64
562	Women's ready-to-wear stores -----	4	1 067	157	39	49
565	Family clothing stores -----	-	-	-	-	-
566	Shoe stores -----	5	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	15	3 913	641	150	87
5712	Furniture stores -----	4	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	8	1 760	284	63	34
58	Eating and drinking places -----	23	1 460	256	65	80
5812	Eating places -----	14	913	184	44	61
5813	Drinking places (alcoholic beverages) -----	9	547	72	21	19
591	Drug and proprietary stores -----	6	975	224	50	39
59 ex. 591, 6	Miscellaneous retail stores⁴ -----	25	2 334	317	72	76
592	Liquor stores -----	3	187	8	1	2
594	Miscellaneous shopping goods stores -----	12	1 028	210	50	45
5992	Florists -----	3	87	10	3	3

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district	City	Standard metropolitan statistical area
	Lawrence			
	Retail stores ² -----	-11.7	15.4	51.2
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	33.3
525	Hardware stores -----	(NC)	(NC)	89.3
52 ax. 525	Other -----	(D)	17.6	25.0
53	General merchandise group stores -----	(D)	(D)	33.6
531	Department stores ³ -----	(D)	(NC)	79.2
533	Variety stores -----	-65.1	(D)	-65.2
539	Miscellaneous general merchandise stores -----	(NC)	(NC)	-39.6
54	Food stores ⁴ -----	-10.6	62.6	53.9
541	Grocery stores -----	(NA)	77.7	58.7
55 ex. 554	Automotive dealers -----	(D)	18.7	49.5
554	Gasoline service stations -----	111.8	27.5	48.6
56	Apparel and accessory stores -----	-26.5	-27.2	74.3
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	-22.1	(D)	49.5
562	Women's ready-to-wear stores -----	-25.7	-28.6	57.6
565	Family clothing stores -----	(D)	-42.7	119.7
566	Shoe stores -----	-17.4	-29.1	52.5
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	-4.0	13.4	54.7
5712	Furniture stores -----	20.7	15.3	58.6
5713, 4, 9	Home furnishings stores -----	-8.4	(D)	116.3
572, 3	Household appliance, radio, television, and music stores -----	-34.4	(D)	25.5
58	Eating and drinking places -----	34.4	27.5	62.0
5812	Eating places -----	34.4	(D)	71.4
5813	Drinking places (alcoholic beverages) -----	34.6	(D)	11.0
591	Drug and proprietary stores -----	(D)	42.8	79.7
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	(D)	49.8	50.4
592	Liquor stores -----	3.2	8.1	44.6
594	Miscellaneous shopping goods stores -----	(D)	30.9	49.5
5992	Florists -----	-38.2	-6.6	62.8

See footnotes at end of table.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district	City	Standard metropolitan statistical area
	Haverhill			
	Retail stores ² -----	24.4	(NA)	51.2
52	Building materials, hardware, garden supply, and mobile home dealers -----	21.4	(NA)	33.3
525	Hardware stores -----	(NC)	(NA)	89.3
52 ex. 525	Other -----	-38.8	(NA)	25.0
53	General merchandise group stores -----	-39.1	(NA)	33.6
531	Department stores ³ -----	-46.2	(NA)	79.2
533	Variety stores -----	-	(NA)	-65.2
539	Miscellaneous general merchandise stores -----	(D)	(NA)	-39.6
54	Food stores ⁴ -----	-40.7	(NA)	53.9
541	Grocery stores -----	(NA)	(NA)	58.7
55 ex. 554	Automotive dealers -----	(D)	(NA)	49.5
554	Gasoline service stations -----	(NC)	(NA)	48.6
56	Apparel and accessory stores -----	(NC)	(NA)	74.3
561	Men's and boys' clothing and furnishings stores -----	(D)	(NA)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	(NC)	(NA)	49.5
562	Women's ready-to-wear stores -----	(D)	(NA)	57.6
565	Family clothing stores -----	-	(NA)	119.7
566	Shoe stores -----	7.7	(NA)	52.5
564, 9	Other apparel and accessory stores -----	(NC)	(NA)	(D)
57	Furniture, home furnishings, and equipment stores -----	(D)	(NA)	54.7
5712	Furniture stores -----	(NC)	(NA)	58.6
5713, 4, 9	Home furnishings stores -----	(NC)	(NA)	116.3
572, 3	Household appliance, radio, television, and music stores -----	2.4	(NA)	25.5
58	Eating and drinking places -----	59.0	(NA)	62.0
5812	Eating places -----	88.6	(NA)	71.4
5813	Drinking places (alcoholic beverages) -----	9.7	(NA)	11.0
591	Drug and proprietary stores -----	16.1	(NA)	79.7
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	21.3	(NA)	50.4
592	Liquor stores -----	(D)	(NA)	44.6
594	Miscellaneous shopping goods stores -----	(D)	(NA)	49.5
5992	Florists -----	(D)	(NA)	62.8

¹Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	Lawrence					
	Retail stores ¹ -----	23.4	5.0	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	5.0	4.8
525	Hardware stores -----	96.4	(D)	(D)	(D)	0.9
52 ex. 525	Other -----	(D)	-	-	(D)	4.0
53	General merchandise group stores -----	7.9	(D)	(D)	(D)	11.1
531	Department stores ² -----	(D)	-	-	(D)	9.8
533	Variety stores -----	(D)	(D)	(D)	0.7	0.6
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	(D)	0.7
54	Food stores ³ -----	9.6	1.5	7.5	18.4	24.5
541	Grocery stores -----	(D)	(D)	(D)	16.1	22.2
55 ex. 554	Automotive dealers -----	3.1	0.9	3.3	25.3	17.7
554	Gasoline service stations -----	12.5	2.7	3.9	7.2	7.1
56	Apparel and accessory stores -----	93.0	19.3	26.2	6.6	6.8
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	(D)	2.8	1.6
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	24.0	9.8	(D)	2.0
562	Women's ready-to-wear stores -----	(D)	(D)	8.2	(D)	(D)
565	Family clothing stores -----	100.0	(D)	(D)	(D)	1.0
566	Shoe stores -----	90.4	21.4	3.2	0.8	0.7
564, 9	Other apparel and accessory stores -----	96.6	(D)	(D)	(D)	1.4
57	Furniture, home furnishings, and equipment stores -----	54.3	18.4	18.5	8.0	5.0
5712	Furniture stores -----	82.5	24.5	11.6	3.3	2.3
5713, 4, 9	Home furnishings stores -----	31.2	9.4	2.0	1.5	1.1
572, 3	Household appliance, radio, television, and music stores -----	36.1	15.6	4.9	3.2	1.6
58	Eating and drinking places -----	46.2	10.3	18.5	9.4	8.9
5812	Eating places -----	(D)	9.8	15.7	(D)	8.0
5813	Drinking places (alcoholic beverages) -----	(D)	14.7	2.8	(D)	0.9
591	Drug and proprietary stores -----	(D)	5.6	3.4	(D)	3.0
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	(D)	(D)	(D)	13.5	11.0
592	Liquor stores -----	(D)	2.2	1.2	(D)	2.8
594	Miscellaneous shopping goods stores -----	(D)	(D)	(D)	2.6	2.4
5992	Florists -----	(D)	(D)	(D)	0.3	0.4

See footnotes at end of table.

Table 7. **Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	Haverhill					
	Retail stores ¹	18.1	3.6	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers	20.4	3.4	4.6	4.1	4.8
525	Hardware stores	69.3	(D)	(D)	(D)	0.9
52 ex. 525	Other	11.1	(D)	(D)	(D)	4.0
53	General merchandise group stores	(D)	(D)	(D)	8.5	11.1
531	Department stores ²	(D)	(D)	(D)	6.0	9.8
533	Variety stores	(D)	5.2	0.8	(D)	0.8
539	Miscellaneous general merchandise stores	(D)	-	-	(D)	0.7
54	Food stores ³	11.3	2.0	13.8	22.3	24.5
541	Grocery stores	7.9	1.4	8.9	20.4	22.2
55 ex. 554	Automotive dealers	2.4	0.6	3.0	23.3	17.7
554	Gasoline service stations	4.9	1.1	2.1	7.9	7.1
56	Apparel and accessory stores	89.6	22.0	41.1	8.3	8.8
561	Men's and boys' clothing and furnishings stores	(D)	(D)	(D)	0.9	1.6
562, 3, 8	Women's clothing and specialty stores and furriers	58.2	3.9	2.2	0.7	2.0
562	Women's ready-to-wear stores	(D)	2.9	(D)	0.6	(D)
565	Family clothing stores	(D)	-	-	(D)	1.0
566	Shoe stores	(D)	(D)	(D)	0.6	0.7
564, 9	Other apparel and accessory stores	(D)	(D)	(D)	(D)	1.4
57	Furniture, home furnishings, and equipment stores	(D)	(D)	(D)	5.3	5.0
5712	Furniture stores	(D)	(D)	(D)	3.4	2.3
5713, 4, 9	Home furnishings stores	19.3	(D)	(D)	(D)	1.1
572, 3	Household appliance, radio, television, and music stores	(D)	13.1	5.6	(D)	1.6
58	Eating and drinking places	17.9	2.9	7.2	7.3	8.9
5812	Eating places	14.4	2.4	5.4	6.7	8.0
5813	Drinking places (alcoholic beverages)	58.4	7.2	1.9	0.6	0.9
591	Drug and proprietary stores	21.3	4.3	3.5	3.0	3.0
59 ex. 591, 6	Miscellaneous retail stores ⁴	16.0	2.9	8.8	10.0	11.0
592	Liquor stores	10.3	(D)	(D)	(D)	2.8
594	Miscellaneous shopping goods stores	(D)	(D)	(D)	1.9	2.4
5992	Florists	(D)	(D)	(D)	0.4	0.4

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²Includes sales from catalog order desks.

³Includes data not covered by SIC 541.

⁴Includes data not covered by SIC's 592, 594, and 5992.

LOWELL

Standard Metropolitan Statistical Area



LOWELL

Central Business District



Comprising Census Tract 3101

0 1000 2000 FEET

LOWELL

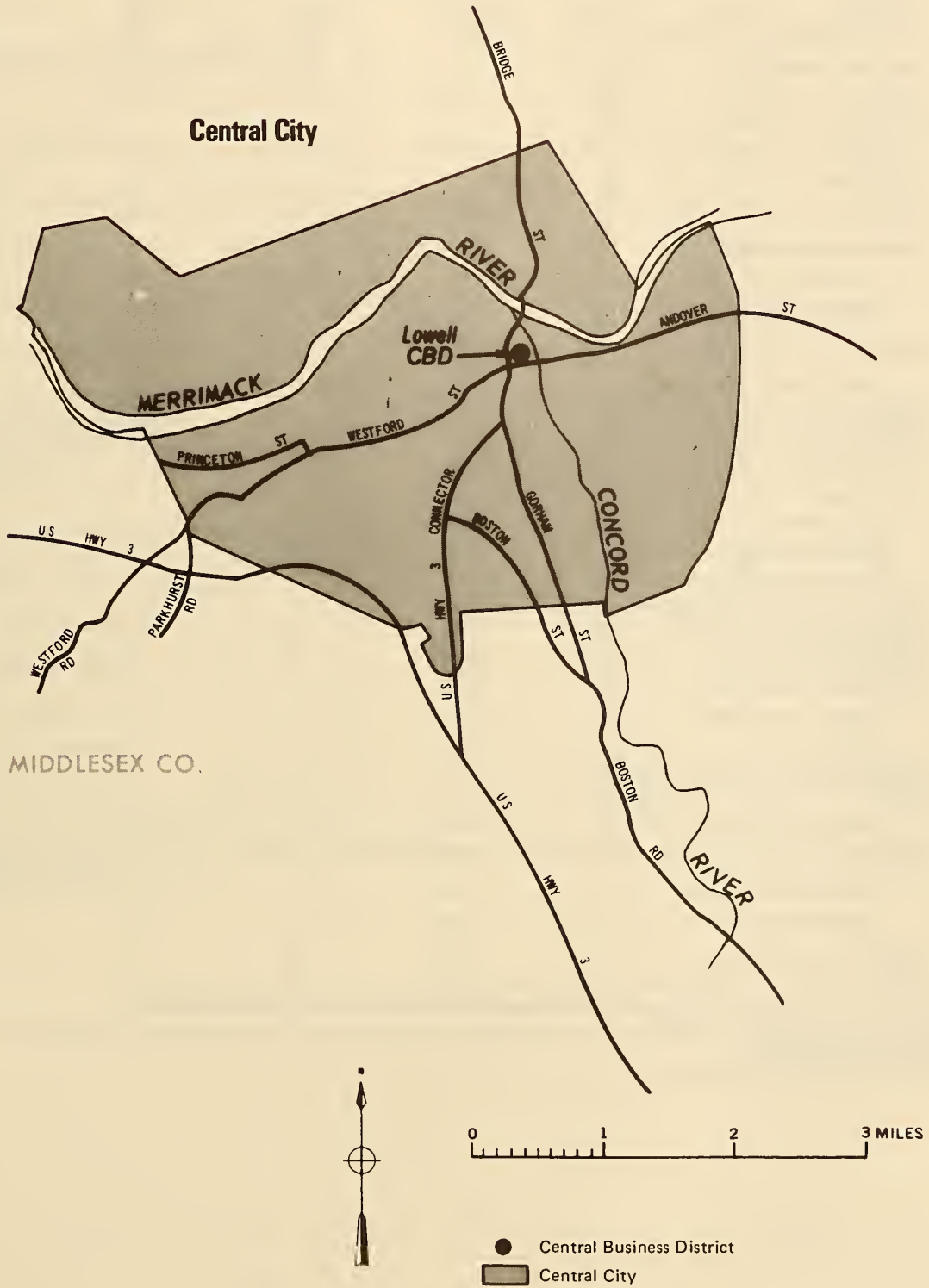


Table 1. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district
	Retail stores:^{1 2}			
	Number -----	1 383	628	168
	Sales (\$1,000) -----	580 341	269 131	47 351
	Payroll entire year (\$1,000) -----	64 555	31 354	7 486
	Paid employees for week including March 12 ---	11 691	5 161	1 536
54, 58, 591	Convenience goods stores:			
	Number -----	543	268	65
	Sales (\$1,000) -----	(D)	(D)	8 719
53, 56, 57; 594	Shopping goods stores (GAF):³			
	Number -----	353	165	71
	Sales (\$1,000) -----	(D)	65 024	25 953
52, 55, 59, ex. 591, 4, 6	All other stores:			
	Number -----	487	195	32
	Sales (\$1,000) -----	237 563	(D)	12 679
	Number of Establishments			
	Retail stores^{1 2} -----	1 383	628	168
52	Building materials, hardware, garden supply, and mobile home dealers -----	52	21	4
525	Hardware stores -----	18	6	1
52 ex. 525	Other -----	34	15	3
53	General merchandise group stores -----	59	37	8
531	Department stores ⁴ -----	13	5	2
533	Variety stores -----	35	27	4
539	Miscellaneous general merchandise stores -----	11	5	2
54	Food stores⁵ -----	183	87	10
541	Grocery stores -----	113	58	4
55 ex. 554	Automotive dealers -----	98	46	7
554	Gasoline service stations -----	141	54	9
56	Apparel and accessory stores -----	70	38	28
561	Men's and boys' clothing and furnishings stores --	12	7	5
562, 3, 8	Women's clothing and specialty stores and furriers -----	26	13	11
562	Women's ready-to-wear stores -----	19	9	8
565	Family clothing stores -----	8	4	4
566	Shoe stores -----	16	11	8
564, 9	Other apparel and accessory stores -----	8	3	-
57	Furniture, home furnishings, and equipment stores -----	102	50	19
5712	Furniture stores -----	25	18	9
5713, 4, 9	Home furnishings stores -----	35	10	4
572, 3	Household appliance, radio, television, and music stores -----	42	22	6
58	Eating and drinking places -----	297	148	48
5812	Eating places -----	226	102	29
5813	Drinking places (alcoholic beverages) -----	71	46	19
591	Drug and proprietary stores -----	63	33	7
59 ex. 591, 6	Miscellaneous retail stores⁶ -----	318	114	28
592	Liquor stores -----	50	20	3
594	Miscellaneous shopping goods stores -----	122	40	16
5992	Florists -----	26	12	1

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
Lowell CBD						
	Retail stores²-----	168	47 351	7 486	1 864	1 536
52	Building materials, hardware, garden supply, and mobile home dealers-----	4	(D)	(D)	(D)	(D)
525	Hardware stores-----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other-----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores-----	8	11 100	1 572	367	368
531	Department stores ³ -----	2	(D)	(D)	(D)	(D)
533	Variety stores-----	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	2	(D)	(D)	(D)	(D)
54	Food stores⁴-----	10	1 194	278	63	67
541	Grocery stores-----	4	353	70	17	21
55 ex. 554	Automotive dealers-----	7	8 990	676	186	121
554	Gasoline service stations-----	9	3 374	150	35	21
56	Apparel and accessory stores-----	28	7 297	1 263	343	232
561	Men's and boys' clothing and furnishings stores-----	5	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers-----	11	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores-----	8	2 544	398	119	103
565	Family clothing stores-----	4	907	224	61	50
566	Shoe stores-----	8	854	163	41	25
564, 9	Other apparel and accessory stores-----	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores-----	19	4 738	865	186	95
5712	Furniture stores-----	9	2 019	425	106	53
5713, 4, 9	Home furnishings stores-----	4	1 883	296	63	30
572, 3	Household appliance, radio, television, and music stores-----	6	836	144	17	12
58	Eating and drinking places-----	48	8 101	1 682	438	453
5812	Eating places-----	29	3 029	789	194	208
5813	Drinking places (alcoholic beverages)-----	19	3 072	893	244	245
591	Drug and proprietary stores-----	7	1 424	162	37	33
59 ex. 591, 8	Miscellaneous retail stores⁵-----	28	(D)	(D)	(D)	(D)
592	Liquor stores-----	3	658	48	13	9
594	Miscellaneous shopping goods stores-----	16	2 818	462	107	80
5992	Florists-----	1	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Lowell					
	Retail stores² -----	628	269 131	31 354	7 572	5 161
52	Building materials, hardware, garden supply, and mobile home dealers -----	21	10 286	(D)	(D)	(D)
525	Hardware stores -----	6	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	15	(D)	1 021	266	92
53	General merchandise group stores -----	37	41 392	5 194	1 173	907
531	Department stores ³ -----	5	33 485	4 547	1 020	745
533	Variety stores -----	27	4 119	422	104	98
539	Miscellaneous general merchandise stores -----	5	3 788	225	49	64
54	Food stores⁴ -----	87	53 190	4 823	1 220	952
541	Grocery stores -----	58	49 804	4 217	1 065	801
55 ex. 554	Automotive dealers -----	46	74 269	6 659	1 570	541
554	Gasoline service stations -----	54	(D)	1 556	381	250
56	Apparel and accessory stores -----	38	9 331	1 515	399	266
561	Men's and boys' clothing and furnishings stores -----	7	3 926	606	148	66
562, 3, 8	Women's clothing and specialty stores and furriers -----	13	2 830	426	127	109
562	Women's ready-to-wear stores -----	9	(D)	(D)	(D)	(D)
565	Family clothing stores -----	4	907	(D)	(D)	(D)
566	Shoe stores -----	11	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	50	8 899	(D)	(D)	(D)
5712	Furniture stores -----	18	(D)	845	221	102
5713, 4, 9	Home furnishings stores -----	10	(D)	308	66	32
572, 3	Household appliance, radio, television, and music stores -----	22	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	148	18 390	4 767	1 175	1 278
5812	Eating places -----	102	(D)	3 392	799	875
5813	Drinking places (alcoholic beverages) -----	46	(D)	1 375	376	403
591	Drug and proprietary stores -----	33	(D)	1 173	287	232
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	114	24 971	2 858	689	440
592	Liquor stores -----	20	7 611	574	141	119
594	Miscellaneous shopping goods stores -----	40	5 402	742	180	138
5992	Florists -----	12	1 117	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
Lowell, Mass.-N.H., SMSA						
	Retail stores² -----	1 383	590 341	64 555	15 699	11 691
52	Building materials, hardware, garden supply, and mobile home dealers -----	52	25 717	2 937	692	318
525	Hardware stores -----	18	(D)	814	188	109
52 ex. 525	Other -----	34	(D)	2 123	504	209
53	General merchandise group stores -----	59	75 631	8 976	2 173	1 675
531	Department stores ³ -----	13	64 791	8 112	1 970	1 462
533	Variety stores -----	35	(D)	471	115	105
539	Miscellaneous general merchandise stores -----	11	(D)	593	88	108
54	Food stores⁴ -----	183	157 040	13 490	3 511	2 802
541	Grocery stores -----	113	147 854	11 946	3 135	2 440
55 ex. 554	Automotive dealers -----	98	110 762	10 052	2 320	820
554	Gasoline service stations -----	141	50 519	3 607	890	624
56	Apparel and accessory stores -----	70	22 964	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores -----	12	4 794	708	165	76
562, 3, 8	Women's clothing and specialty stores and furriers -----	26	4 928	614	191	172
562	Women's ready-to-wear stores -----	19	4 081	(D)	(D)	(D)
565	Family clothing stores -----	8	(D)	(D)	(D)	(D)
566	Shoe stores -----	16	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	8	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	102	(D)	(D)	(D)	(D)
5712	Furniture stores -----	25	5 055	905	234	109
5713, 4, 9	Home furnishings stores -----	35	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	42	5 763	647	134	84
58	Eating and drinking places -----	297	46 310	11 456	2 794	3 174
5812	Eating places -----	226	(D)	9 310	2 212	2 537
5813	Drinking places (alcoholic beverages) -----	71	(D)	2 146	582	637
591	Drug and proprietary stores -----	63	(D)	2 627	628	513
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	318	64 650	6 074	1 430	957
592	Liquor stores -----	50	18 179	1 209	289	249
594	Miscellaneous shopping goods stores -----	122	14 085	1 597	399	331
5992	Florists -----	26	1 992	(D)	(D)	(D)

¹For all establishments, including those with no payroll.²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).³Includes sales from catalog order desks.⁴Includes data not covered by SIC 541.⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Lowell					
	Retail storea²-----	172	52 789	8 089	2 018	1 890
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	8	14 087	2 090	521	550
531	Department stores ³ -----	4	12 622	1 847	464	486
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food storea -----	9	4 087	389	112	83
55 ex. 554	Automotive dealers -----	9	8 424	837	183	88
554	Gasoline service stations -----	7	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	34	9 883	1 594	385	359
561	Men's and boys' clothing and furnishings stores -----	8	2 768	423	103	68
562, 3, 8	Women's clothing and specialty stores and furriers -----	12	3 399	505	129	133
562	Women's ready-to-wear stores -----	8	3 012	443	114	120
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	9	1 063	244	57	58
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	18	4 771	870	222	130
5712	Furniture stores -----	9	2 513	480	123	75
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	6	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	44	4 704	1 234	299	405
5812	Eating places -----	28	2 781	730	161	235
5813	Drinking places (alcoholic beverages) -----	16	1 923	504	138	170
591	Drug and proprietary stores -----	8	1 204	133	35	38
59 ex. 591, 6	Miscellaneous retail storea⁴ -----	35	5 924	932	227	217
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	16	3 888	634	153	134
5992	Florists -----	3	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district	City	Standard metropolitan statistical area
	Lowell			
	Retail stores² -----	-10.3	27.4	39.9
52	Building materials, hardware, garden supply, and mobile home dealers -----	21.9	7.4	6.5
525	Hardware stores -----	(D)	110.5	58.1
52 ex. 525	Other -----	19.4	(D)	-3.6
53	General merchandise group stores -----	-21.1	5.1	1.7
531	Department stores ³ -----	(D)	-7.0	0.4
533	Variety stores -----	-1.5	(D)	(D)
539	Miscellaneous general merchandise stores -----	99.3	(D)	(D)
54	Food stores⁴ -----	-70.8	39.0	63.5
541	Grocery stores -----	(NA)	43.0	64.8
55 ex. 554	Automotive dealers -----	8.8	70.9	58.1
554	Gasoline service stations -----	(D)	(D)	72.4
56	Apparel and accessory stores -----	-26.0	-31.5	6.7
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	(D)	-11.1
562	Women's ready-to-wear stores -----	-15.5	(D)	(D)
565	Family clothing stores -----	(D)	(D)	17.8
566	Shoe stores -----	-19.7	-4.1	(D)
564, 9	Other apparel and accessory stores -----	(D)	(NC)	(D)
57	Furniture, home furnishings, and equipment stores -----	-0.7	(D)	35.5
5712	Furniture stores -----	-19.7	(D)	(D)
5713, 4, 9	Home furnishings stores -----	(D)	(D)	93.5
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	(D)
58	Eating and drinking places -----	29.7	29.2	40.0
5812	Eating places -----	8.9	34.2	(D)
5813	Drinking places (alcoholic beverages) -----	59.8	17.0	(D)
591	Drug and proprietary stores -----	18.3	37.2	57.6
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	(D)	0.1	34.0
592	Liquor stores -----	(D)	34.4	(D)
594	Miscellaneous shopping goods stores -----	-27.5	-39.1	-2.8
5992	Florists -----	-7.0	55.8	53.7

¹Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	Lowell					
	Retail stores ¹ -----	17.6	8.0	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	3.8	4.4
525	Hardware stores -----	(D)	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	7.6	3.3	(D)	(D)	(D)
53	General merchandise group stores -----	26.8	14.7	23.4	15.4	12.8
531	Department stores ² -----	(D)	(D)	(D)	12.4	11.0
533	Variety stores -----	(D)	24.8	(D)	1.5	(D)
539	Miscellaneous general merchandise stores -----	(D)	5.0	(D)	1.4	(D)
54	Food stores ³ -----	2.2	0.8	2.5	19.8	26.6
541	Grocery stores -----	0.7	0.2	0.7	18.5	25.0
55 ex. 554	Automotive dealers -----	9.4	6.3	14.8	27.6	18.8
554	Gasoline service stations -----	(D)	6.7	7.1	(D)	8.6
56	Apparel and accessory stores -----	78.2	31.8	15.4	3.5	3.9
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	(D)	1.5	0.8
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	(D)	(D)	1.1	0.8
562	Women's ready-to-wear stores -----	(D)	62.3	5.4	(D)	0.7
565	Family clothing stores -----	100.0	(D)	1.9	0.3	(D)
566	Shoe stores -----	(D)	(D)	1.8	(D)	(D)
564, 9	Other apparel and accessory stores -----	(D)	(D)	-	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	53.2	(D)	10.0	3.3	(D)
5712	Furniture stores -----	(D)	39.9	4.3	(D)	0.9
5713, 4, 9	Home furnishings stores -----	(D)	(D)	4.0	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	(D)	14.5	1.8	(D)	1.0
58	Eating and drinking places -----	33.2	13.2	12.9	6.8	7.8
5812	Eating places -----	(D)	(D)	6.4	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	(D)	(D)	6.5	(D)	(D)
591	Drug and proprietary stores -----	(D)	(D)	3.0	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	(D)	(D)	(D)	9.3	11.0
592	Liquor stores -----	8.6	3.6	1.4	2.8	3.1
594	Miscellaneous shopping goods stores -----	52.2	20.0	6.0	2.0	2.4
5992	Florists -----	(D)	(D)	(D)	0.4	0.3

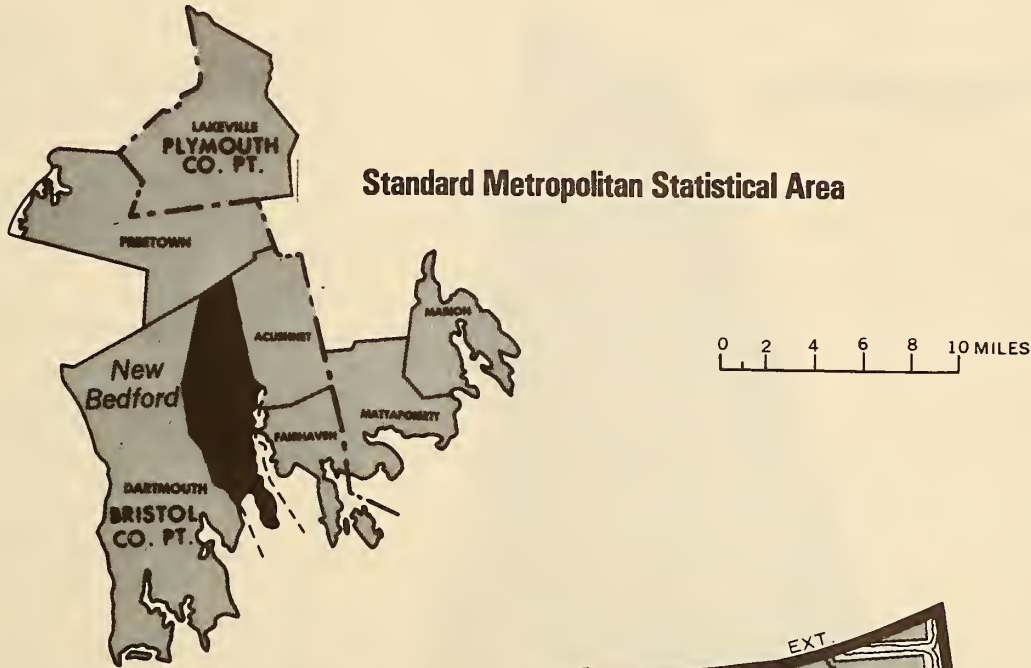
¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²Includes sales from catalog order desks.

³Includes data not covered by SIC 541.

⁴Includes data not covered by SIC's 592, 594, and 5992.

NEW BEDFORD



Central Business District
Comprising Census Tract 6518



NEW BEDFORD

Major Retail Centers

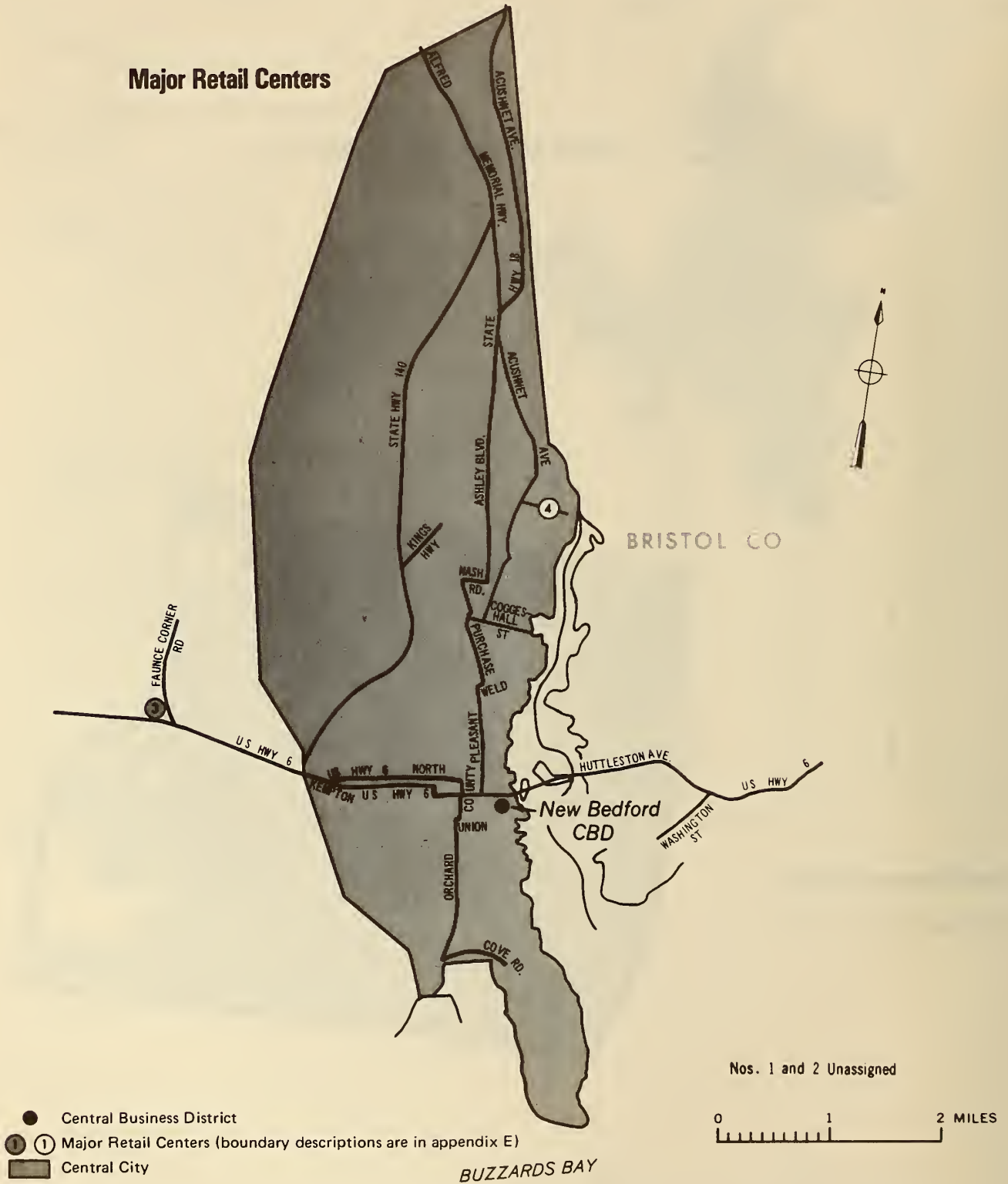


Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers	
					No. 3	No. 4
	Retail stores:^{1 2}					
	Number	1 456	878	107	75	213
	Sales (\$1,000)	458 901	241 136	23 914	77 356	30 758
	Payroll entire year (\$1,000)	(D)	(D)	4 038	9 766	3 981
	Paid employees for week including March 12 ---	(D)	(D)	881	1 761	766
54, 58, 591	Convenience goods stores:					
	Number	577	383	39	18	83
	Sales (\$1,000)	164 979	85 843	4 776	12 198	10 797
53, 56, 57; 594	Shopping goods stores (GAF):³					
	Number	382	215	50	47	80
	Sales (\$1,000)	133 204	53 668	17 495	60 838	11 669
52, 55, 59, ex. 591, 4, 6	All other stores:					
	Number	497	280	18	10	50
	Sales (\$1,000)	160 718	101 625	1 643	4 320	8 292
	Number of Establishments					
	Retail stores^{1 2}	1 456	878	107	75	213
52	Building materials, hardware, garden supply, and mobile home dealers	57	33	2	1	12
525	Hardware stores	15	9	1	-	3
52 ex. 525	Other	42	24	1	1	9
53	General merchandise group stores	37	21	2	5	2
531	Department stores ⁴	9	2	1	4	-
533	Variety stores	21	15	1	1	2
539	Miscellaneous general merchandise stores	7	4	-	-	-
54	Food stores⁵	188	138	7	7	22
541	Grocery stores	102	72	3	2	10
55 ex. 554	Automotive dealers	127	69	-	2	5
554	Gasoline service stations	112	89	3	1	9
56	Apparel and accessory stores	98	57	20	21	21
561	Men's and boys' clothing and furnishings stores --	14	8	4	6	4
562, 3, 8	Women's clothing and specialty stores and furriers	38	23	11	8	7
562	Women's ready-to-wear stores	29	15	7	8	5
565	Family clothing stores	11	5	-	-	2
566	Shoe stores	28	16	5	7	6
564, 9	Other apparel and accessory stores	7	5	-	-	2
57	Furniture, home furnishings, and equipment stores	102	85	7	7	24
5712	Furniture stores	22	16	2	2	5
5713, 4, 9	Home furnishings stores	31	18	-	1	5
572, 3	Household appliance, radio, television, and music stores	49	31	5	4	14
58	Eating and drinking places	331	210	27	9	56
5812	Eating places	238	142	16	8	39
5813	Drinking places (alcoholic beverages)	93	68	11	1	17
591	Drug and proprietary stores	58	37	5	2	5
59 ex. 591, 6	Miscellaneous retail stores⁶	346	181	34	20	57
592	Liquor stores	51	26	2	2	4
594	Miscellaneous shopping goods stores	145	72	21	14	33
5992	Florists	21	13	3	1	2

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
New Bedford CBD						
	Retail stores ² -----	107	23 914	4 038	1 032	881
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	2	(D)	(D)	(D)	(D)
531	Department stores ³ -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores ⁴ -----	7	893	133	36	39
541	Grocery stores -----	3	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	-	-	-	-	-
554	Gasoline service stations -----	3	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	20	5 015	841	210	166
561	Men's and boys' clothing and furnishings stores -----	4	1 286	215	50	30
562, 3, 8	Women's clothing and specialty stores and furriers -----	11	2 934	465	120	110
562	Women's ready-to-wear stores -----	7	2 517	395	100	90
565	Family clothing stores -----	-	-	-	-	-
566	Shoe stores -----	5	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	-	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	7	1 773	263	70	51
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	-	-	-	-	-
572, 3	Household appliance, radio, television, and music stores -----	5	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	27	2 487	535	162	182
5812	Eating places -----	16	1 661	335	116	143
5813	Drinking places (alcoholic beverages) -----	11	826	200	46	39
591	Drug and proprietary stores -----	5	1 396	158	51	47
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	34	(D)	(D)	(D)	(D)
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	21	(D)	(D)	(D)	(D)
5992	Florists -----	3	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 4					
	Retail stores² -----	213	30 758	3 981	927	766
52	Building materials, hardware, garden supply, and mobile home dealers -----	12	2 270	258	54	30
525	Hardware stores -----	3	384	41	7	2
52 ex. 525	Other -----	9	1 886	217	47	28
53	General merchandise group stores -----	2	(D)	(D)	(D)	(D)
531	Department stores ³ -----	-	-	-	-	-
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores⁴ -----	22	4 261	466	111	90
541	Grocery stores -----	10	3 219	216	51	37
55 ex. 554	Automotive dealers -----	5	807	137	36	21
554	Gasoline service stations -----	9	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	21	3 561	577	140	89
561	Men's and boys' clothing and furnishings stores -----	4	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	7	1 594	257	60	38
562	Women's ready-to-wear stores -----	5	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	6	953	109	24	19
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	24	5 396	632	151	95
5712	Furniture stores -----	5	1 208	115	31	19
5713, 4, 9	Home furnishings stores -----	5	1 193	181	36	23
572, 3	Household appliance, radio, television, and music stores -----	14	2 995	336	84	53
58	Eating and drinking places -----	56	4 597	1 039	246	292
5812	Eating places -----	39	3 393	756	173	207
5813	Drinking places (alcoholic beverages) -----	17	1 204	283	73	85
591	Drug and proprietary stores -----	5	1 939	284	56	47
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	57	(D)	(D)	(D)	(D)
592	Liquor stores -----	4	753	52	12	8
594	Miscellaneous shopping goods stores -----	33	(D)	(D)	(D)	(D)
5992	Florists -----	2	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	New Bedford					
	Retail stores ²	878	241 136	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers	33	11 619	1 178	264	143
525	Hardware stores	9	(D)	(D)	(D)	(D)
52 ex. 525	Other	24	(D)	(D)	(D)	(D)
53	General merchandise group stores	21	12 077	1 655	403	335
531	Department stores ³	2	(D)	(D)	(D)	(D)
533	Variety stores	15	2 486	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	4	(D)	(D)	(D)	(D)
54	Food stores ⁴	136	52 244	5 015	1 298	861
541	Grocery stores	72	45 511	4 154	1 085	662
55 ex. 554	Automotive dealers	69	43 783	4 248	979	441
554	Gasoline service stations	69	18 046	902	229	165
56	Apparel and accessory stores	57	11 510	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores	8	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	23	(D)	784	197	165
562	Women's ready-to-wear stores	15	(D)	701	173	143
565	Family clothing stores	5	(D)	(D)	(D)	(D)
566	Shoe stores	16	2 061	315	73	51
564, 9	Other apparel and accessory stores	5	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	65	21 192	3 327	806	452
5712	Furniture stores	16	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores	18	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	31	3 677	420	114	79
58	Eating and drinking places	210	23 375	4 696	1 170	1 364
5812	Eating places	142	18 796	3 863	919	1 119
5813	Drinking places (alcoholic beverages)	68	4 579	1 033	251	245
591	Drug and proprietary stores	37	10 224	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores ⁵	161	37 066	(D)	(D)	(D)
592	Liquor stores	26	9 104	598	172	122
594	Miscellaneous shopping goods stores	72	8 889	1 313	293	219
5992	Florists	13	677	124	30	22

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
New Bedford, Mass., SMSA						
	Retail stores² -----	1 456	458 901	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	57	21 824	2 506	578	273
525	Hardware stores -----	15	(D)	330	70	50
52 ex. 525	Other -----	42	(D)	2 176	508	223
53	General merchandise group stores -----	37	59 907	7 880	1 735	1 350
531	Department stores ³ -----	9	51 835	6 885	1 513	1 131
533	Variety stores -----	21	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	7	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	188	106 910	10 218	2 601	1 668
541	Grocery stores -----	102	95 952	8 805	2 259	1 360
55 ex. 554	Automotive dealers -----	127	68 102	7 194	1 764	736
554	Gasoline service stations -----	112	30 675	1 757	452	306
56	Apparel and accessory stores -----	98	27 578	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores -----	14	4 514	617	143	94
562, 3, 8	Women's clothing and specialty stores and furriers -----	38	15 244	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	29	(D)	1 699	411	372
565	Family clothing stores -----	11	2 741	(D)	(D)	(D)
566	Shoe stores -----	28	4 786	692	161	119
564, 9	Other apparel and accessory stores -----	7	293	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	102	28 590	4 317	1 051	560
5712	Furniture stores -----	22	(D)	2 715	653	339
5713, 4, 9	Home furnishings stores -----	31	(D)	547	127	65
572, 3	Household appliance, radio, television, and music stores -----	49	8 550	1 055	271	156
58	Eating and drinking places -----	331	41 594	9 154	2 112	2 644
5812	Eating places -----	238	35 033	7 644	1 743	2 245
5813	Drinking places (alcoholic beverages) -----	93	6 561	1 510	369	399
591	Drug and proprietary stores -----	58	16 475	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	346	57 246	(D)	(D)	(D)
592	Liquor stores -----	51	14 496	961	260	180
594	Miscellaneous shopping goods stores -----	145	17 129	2 156	487	385
5992	Florists -----	21	976	158	41	30

¹For all establishments, including those with no payroll.²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).³Includes sales from catalog order desks.⁴Includes data not covered by SIC 541.⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
New Bedford						
	Retail stores²-----	168	29 528	5 056	1 263	1 239
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	749	194	23	15
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	6	6 455	1 196	300	318
531	Department stores ³ -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores -----	13	2 902	435	106	104
55 ex. 554	Automotive dealers -----	1	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	5	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	33	6 993	1 285	323	285
561	Men's and boys' clothing and furnishings stores -----	6	1 583	362	91	60
562, 3, 8	Women's clothing and specialty stores and furriers -----	15	4 268	686	174	177
562	Women's ready-to-wear stores -----	12	3 958	637	160	166
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	9	914	208	53	41
564, 9	Other apparel and accessory stores -----	-	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	12	1 551	248	63	56
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	8	801	114	29	34
58	Eating and drinking places -----	43	2 839	578	150	205
5812	Eating places -----	22	1 352	253	63	101
5813	Drinking places (alcoholic beverages) -----	21	1 487	325	87	104
591	Drug and proprietary stores -----	8	1 733	297	108	69
59 ex. 591, 6	Miscellaneous retail stores⁴ -----	43	5 274	739	175	172
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	25	3 698	593	141	145
5992	Florists -----	3	268	48	11	10

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district	City	Standard metropolitan statistical area
	New Bedford			
	Retail stores ² -----	-19.0	21.2	36.8
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	16.4
525	Hardware stores -----	-25.6	(D)	(D)
52 ex. 525	Other -----	(NC)	(D)	(D)
53	General merchandise group stores -----	(D)	-46.0	14.2
531	Department stores ³ -----	5.1	(D)	19.9
533	Variety stores -----	-42.9	-11.0	(D)
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)
54	Food stores ⁴ -----	-69.2	5.9	42.6
541	Grocery stores -----	(NA)	6.0	43.2
55 ex. 554	Automotive dealers -----	(D)	48.6	44.7
554	Gasoline service stations -----	-29.8	34.9	49.0
56	Apparel and accessory stores -----	-28.3	-0.6	22.5
561	Men's and boys' clothing and furnishings stores -----	-18.8	(D)	-13.0
562, 3, 8	Women's clothing and specialty stores and furriers -----	-31.3	(D)	24.9
562	Women's ready-to-wear stores -----	-36.4	-18.8	19.7
565	Family clothing stores -----	(D)	(NC)	(D)
566	Shoe stores -----	(D)	5.5	27.2
564, 9	Other apparel and accessory stores -----	(NC)	132.9	(D)
57	Furniture, home furnishings, and equipment stores -----	14.3	61.4	(D)
5712	Furniture stores -----	118.8	119.1	98.9
5713, 4, 9	Home furnishings stores -----	(D)	(D)	8.7
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	(D)
58	Eating and drinking places -----	-12.4	46.3	45.7
5812	Eating places -----	22.9	63.8	60.3
5813	Drinking places (alcoholic beverages) -----	-44.5	1.6	-2.1
591	Drug and proprietary stores -----	-19.4	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	(D)	40.5	45.7
592	Liquor stores -----	26.9	(D)	(D)
594	Miscellaneous shopping goods stores -----	(D)	12.1	33.6
5992	Florists -----	(D)	-34.3	-22.7

¹Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	New Bedford					
	Retail stores ¹	9.9	5.2	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers	(D)	(D)	(D)	4.8	4.8
525	Hardware stores	(D)	(D)	(D)	(D)	(D)
52 ex. 525	Other	(D)	(D)	(D)	(D)	(D)
53	General merchandise group stores	(D)	(D)	(D)	5.0	13.1
531	Department stores ²	(D)	(D)	(D)	(D)	11.3
533	Variety stores	(D)	(D)	(D)	1.0	(D)
539	Miscellaneous general merchandise stores	(D)	(D)	-	(D)	(D)
54	Food stores ³	1.7	0.8	3.7	21.7	23.3
541	Grocery stores	(D)	(D)	(D)	18.9	20.9
55 ex. 554	Automotive dealers	-	-	-	18.2	14.8
554	Gasoline service stations	(D)	(D)	(D)	7.5	6.7
56	Apparel and accessory stores	43.6	18.2	21.0	4.8	6.0
561	Men's and boys' clothing and furnishings stores	(D)	28.5	5.4	(D)	1.0
562, 3, 8	Women's clothing and specialty stores and furriers	(D)	19.2	12.3	(D)	3.3
562	Women's ready-to-wear stores	(D)	(D)	10.5	(D)	(D)
565	Family clothing stores	(D)	-	-	(D)	0.6
566	Shoe stores	(D)	(D)	(D)	0.9	1.0
564, 9	Other apparel and accessory stores	1.5	(D)	(D)	(D)	0.1
57	Furniture, home furnishings, and equipment stores	8.4	6.2	7.4	8.8	6.2
5712	Furniture stores	9.7	9.3	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores	(D)	(D)	-	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	(D)	(D)	(D)	1.5	1.9
58	Eating and drinking places	10.6	6.0	10.4	9.7	9.1
5812	Eating places	8.8	4.7	6.9	7.8	7.6
5813	Drinking places (alcoholic beverages)	18.0	12.6	3.5	1.9	1.4
591	Drug and proprietary stores	13.7	8.5	5.8	4.2	3.6
59 ex. 591, 6	Miscellaneous retail stores ⁴	(D)	(D)	(D)	15.4	12.5
592	Liquor stores	(D)	(D)	(D)	3.8	3.2
594	Miscellaneous shopping goods stores	(D)	(D)	(D)	3.7	3.7
5992	Florists	(D)	(D)	(D)	0.3	0.2

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²Includes sales from catalog order desks.

³Includes data not covered by SIC 541.

⁴Includes data not covered by SIC's 592, 594, and 5992.

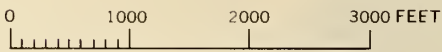
PITTSFIELD**Standard Metropolitan Statistical Area**

PITTSFIELD

Central Business District



Comprising Census Tract 9001



PITTSFIELD

BERKSHIRE CO.

Major Retail Center



- Central Business District
- ① Major Retail Center (boundary description is in appendix E)
- Central City

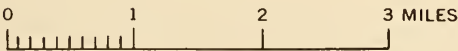


Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail center No. 1
	Retail stores:^{1 2}				
	Number	915	513	170	54
	Sales (\$1,000)	316 872	(D)	69 678	66 462
	Payroll entire year (\$1,000)	38 357	(D)	9 969	7 621
	Paid employees for week including March 12 ---	6 233	(D)	1 567	1 334
54, 56, 591	Convenience goods stores:				
	Number	303	164	42	20
	Sales (\$1,000)	(D)	(D)	(D)	31 032
53, 56, 57; 594	Shopping goods stores (GAF):³				
	Number	284	177	85	20
	Sales (\$1,000)	(D)	(D)	26 904	29 597
52, 55, 59, ex. 591, 4, 6	All other stores:				
	Number	328	172	43	14
	Sales (\$1,000)	127 002	(D)	(D)	5 833
	Number of Establishments				
	Retail stores^{1 2}	915	513	170	54
52	Building materials, hardware, garden supply, and mobile home dealers	41	23	4	2
525	Hardware stores	12	5	2	-
52 ex. 525	Other	29	18	2	2
53	General merchandise group stores	37	23	5	6
531	Department stores ⁴	8	7	1	5
533	Variety stores	20	13	3	-
539	Miscellaneous general merchandise stores	9	3	1	1
54	Food stores⁵	67	43	9	3
541	Grocery stores	61	30	3	3
55 ex. 554	Automotive dealers	65	40	6	3
554	Gasoline service stations	73	34	4	4
56	Apparel and accessory stores	76	45	32	5
581	Men's and boys' clothing and furnishings stores --	15	10	7	3
562, 3, 8	Women's clothing and specialty stores and furriers	35	21	16	1
562	Women's ready-to-wear stores	31	17	13	1
565	Family clothing stores	9	3	2	-
566	Shoe stores	10	8	5	1
564, 9	Other apparel and accessory stores	9	3	2	-
57	Furniture, home furnishings, and equipment stores	72	55	25	3
5712	Furniture stores	16	10	3	1
5713, 4, 9	Home furnishings stores	24	22	12	-
572, 3	Household appliance, radio, television, and music stores	32	23	10	2
58	Eating and drinking places	191	104	26	12
5812	Eating places	144	82	22	11
5813	Drinking places (alcoholic beverages)	47	22	4	1
591	Drug and proprietary stores	25	17	7	5
59 ex. 591, 6	Miscellaneous retail stores⁶	246	129	50	11
592	Liquor stores	40	18	5	3
594	Miscellaneous shopping goods stores	97	54	23	6
5992	Florists	10	6	2	-

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Pittsfield CBD					
	Retail stores²-----	170	69 678	9 969	2 504	1 567
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	5 158	854	251	109
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	5	8 983	1 842	433	383
531	Department stores ³ -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	9	(D)	(D)	(D)	(D)
541	Grocery stores -----	3	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	8	16 544	1 626	393	158
554	Gasoline service stations -----	4	1 002	106	29	14
56	Apparel and accessory stores -----	32	8 123	1 308	390	224
561	Men's and boys' clothing and furnishings stores -----	7	4 294	771	225	116
562, 3, 8	Women's clothing and specialty stores and furriers -----	16	2 229	333	89	69
562	Women's ready-to-wear stores -----	13	2 167	329	88	68
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	5	1 046	147	61	17
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	25	5 688	1 257	290	138
5712	Furniture stores -----	3	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	12	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	10	2 828	466	108	51
58	Eating and drinking places -----	26	2 844	751	186	188
5812	Eating places -----	22	2 564	671	167	176
5813	Drinking places (alcoholic beverages) -----	4	280	80	19	12
591	Drug and proprietary stores -----	7	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	50	(D)	(D)	(D)	(D)
592	Liquor stores -----	5	837	90	24	12
594	Miscellaneous shopping goods stores -----	23	4 110	685	162	111
5992	Florists -----	2	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 3. **Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Pittsfield					
	Retail stores²-----	513	(D)	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	23	11 999	1 583	407	163
525	Hardware stores -----	5	5 124	(D)	(D)	(D)
52 ex. 525	Other -----	18	6 875	(D)	(D)	(D)
53	General merchandise group stores -----	23	37 630	5 644	1 324	1 053
531	Department stores ³ -----	7	(D)	(D)	(D)	(D)
533	Variety stores -----	13	2 583	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	Food stores⁴-----	43	54 798	4 534	1 207	674
541	Grocery stores -----	30	52 256	3 960	1 070	575
55 ex. 554	Automotive dealers -----	40	34 871	3 789	900	378
554	Gasoline service stations -----	34	10 587	828	212	140
56	Apparel and accessory stores -----	45	12 165	1 785	488	290
561	Men's and boys' clothing and furnishings stores -----	10	(D)	873	246	127
562, 3, 8	Women's clothing and specialty stores and furriers -----	21	4 029	530	128	100
562	Women's ready-to-wear stores -----	17	(D)	(D)	(D)	(D)
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	8	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	55	(D)	1 880	446	210
5712	Furniture stores -----	10	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	22	(D)	848	197	85
572, 3	Household appliance, radio, television, and music stores -----	23	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	104	14 118	(D)	(D)	(D)
5812	Eating places -----	82	(D)	3 134	749	945
5813	Drinking places (alcoholic beverages) -----	22	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	17	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	129	(D)	(D)	(D)	(D)
592	Liquor stores -----	18	(D)	526	115	73
594	Miscellaneous shopping goods stores -----	54	6 538	979	225	174
5992	Florists -----	6	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
Pittsfield, Mass., SMSA						
	Retail stores² -----	915	316 872	38 357	9 208	6 233
52	Building materials, hardware, garden supply, and mobile home dealers -----	41	18 535	2 361	572	237
525	Hardware stores -----	12	6 077	914	252	113
52 ex. 525	Other -----	29	12 458	1 447	320	124
53	General merchandise group stores -----	37	42 095	6 028	1 409	1 130
531	Department stores ³ -----	8	36 408	5 423	1 257	1 009
533	Variety stores -----	20	3 379	366	102	90
539	Miscellaneous general merchandise stores -----	9	2 308	239	50	31
54	Food stores⁴ -----	87	79 335	6 590	1 722	973
541	Grocery stores -----	61	75 964	5 914	1 559	849
55 ex. 554	Automotive dealers -----	65	49 194	4 966	1 219	492
554	Gasoline service stations -----	73	23 380	(D)	(D)	(D)
56	Apparel and accessory stores -----	78	16 559	2 283	608	396
561	Men's and boys' clothing and furnishings stores -----	15	(D)	991	271	147
562, 3, 8	Women's clothing and specialty stores and furriers -----	35	5 783	776	188	153
562	Women's ready-to-wear stores -----	31	(D)	(D)	(D)	(D)
565	Family clothing stores -----	9	(D)	(D)	(D)	(D)
566	Shoe stores -----	10	1 940	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	9	803	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	72	(D)	(D)	(D)	(D)
5712	Furniture stores -----	16	(D)	454	120	62
5713, 4, 9	Home furnishings stores -----	24	(D)	848	197	85
572, 3	Household appliance, radio, television, and music stores -----	32	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	191	24 573	5 890	1 393	1 653
5812	Eating places -----	144	(D)	5 190	1 227	1 527
5813	Drinking places (alcoholic beverages) -----	47	(D)	700	166	126
591	Drug and proprietary stores -----	25	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	246	43 626	5 040	1 057	615
592	Liquor stores -----	40	8 896	761	178	116
594	Miscellaneous shopping goods stores -----	97	7 733	1 114	266	211
5992	Florists -----	10	1 031	202	42	47

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Pittsfield					
	Retail stores ² -----	156	48 188	8 022	1 991	1 861
52	Building materials, hardware, garden supply, and mobile home dealers -----	5	(D)	(D)	(D)	(D)
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	9	8 795	1 657	420	457
531	Department stores ³ -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	6	1 511	191	45	51
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores -----	8	2 676	284	87	53
55 ex. 554	Automotive dealers -----	7	8 725	1 044	273	125
554	Gasoline service stations -----	9	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	33	7 749	1 307	368	262
561	Men's and boys' clothing and furnishings stores -----	7	3 271	656	208	99
562, 3, 8	Women's clothing and specialty stores and furriers -----	16	2 934	427	111	113
562	Women's ready-to-wear stores -----	13	2 829	413	105	109
565	Family clothing stores -----	-	-	-	-	-
566	Shoe stores -----	9	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	16	4 069	822	184	102
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	4	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	11	2 500	398	90	54
58	Eating and drinking places -----	25	2 936	859	209	270
5812	Eating places -----	19	2 395	708	175	247
5813	Drinking places (alcoholic beverages) -----	6	541	151	34	23
591	Drug and proprietary stores -----	7	2 359	330	80	80
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	37	4 772	745	179	173
592	Liquor stores -----	3	742	75	19	12
594	Miscellaneous shopping goods stores -----	24	3 509	613	144	144
5992	Florists -----	-	-	-	-	-

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district	City	Standard metropolitan statistical area
	Pittsfield			
	Retail stores² -----	44.8	(D)	42.9
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	25.1	31.0
525	Hardware stores -----	12.3	(D)	12.7
52 ex. 525	Other -----	-2.7	(D)	42.2
53	General merchandise group stores -----	2.1	10.8	18.7
531	Department stores ³ -----	-0.3	(D)	21.8
533	Variety stores -----	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	58.8	63.3	(D)
54	Food stores⁴ -----	(D)	45.1	54.4
541	Grocery stores -----	(NA)	46.0	58.8
55 ex. 554	Automotive dealers -----	89.6	34.8	49.0
554	Gasoline service stations -----	(D)	33.6	52.8
58	Apparel and accessory stores -----	4.8	(D)	34.1
561	Men's and boys' clothing and furnishings stores -----	31.3	31.6	41.0
562, 3, 8	Women's clothing and specialty stores and furriers -----	-24.0	8.8	14.1
562	Women's ready-to-wear stores -----	-23.4	2.2	14.0
565	Family clothing stores -----	(D)	70.9	(D)
566	Shoe stores -----	(D)	36.9	26.2
564, 9	Other apparel and accessory stores -----	(NC)	(NC)	(D)
57	Furniture, home furnishings, and equipment stores -----	39.8	(D)	(D)
5712	Furniture stores -----	74.0	(D)	-14.4
5713, 4, 9	Home furnishings stores -----	83.9	45.1	45.8
572, 3	Household appliance, radio, television, and music stores -----	13.1	14.3	3.3
58	Eating and drinking places -----	-3.1	23.6	36.8
5812	Eating places -----	7.1	27.1	(D)
5813	Drinking places (alcoholic beverages) -----	-48.2	2.5	(D)
591	Drug and proprietary stores -----	(D)	(D)	20.9
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	(D)	107.7	(D)
592	Liquor stores -----	12.8	48.6	35.1
594	Miscellaneous shopping goods stores -----	17.1	26.4	26.3
5992	Florists -----	(D)	32.1	-1.1

¹Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

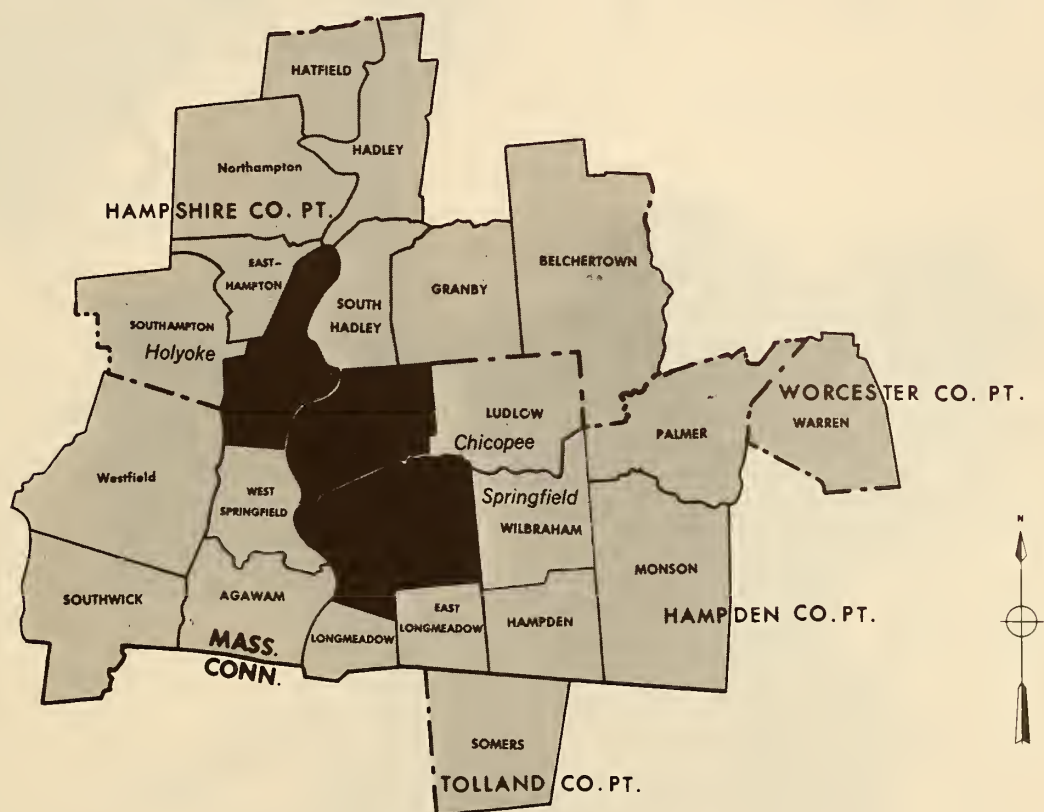
SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	Pittsfield					
	Retail stores ¹ -----	(D)	22.0	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	43.0	27.8	7.4	(D)	5.8
525	Hardware stores -----	(D)	(D)	(D)	(D)	1.9
52 ex. 525	Other -----	(D)	(D)	(D)	(D)	3.9
53	General merchandise group stores -----	23.9	21.3	12.9	(D)	13.3
531	Department stores ² -----	(D)	(D)	(D)	14.8	11.5
533	Variety stores -----	(D)	(D)	(D)	(D)	1.1
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	0.8	0.7
54	Food stores ³ -----	(D)	(D)	(D)	(D)	25.0
541	Grocery stores -----	(D)	(D)	(D)	(D)	24.0
55 ex. 554	Automotive dealers -----	47.4	33.6	23.7	(D)	15.5
554	Gasoline service stations -----	9.5	4.3	1.4	(D)	7.4
56	Apparel and accessory stores -----	66.8	49.1	11.7	(D)	5.2
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	6.2	2.3	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	55.3	38.5	3.2	(D)	1.8
562	Women's ready-to-wear stores -----	(D)	(D)	3.1	1.6	(D)
565	Family clothing stores -----	48.5	21.9	(D)	0.4	(D)
566	Shoe stores -----	(D)	53.9	1.5	0.8	0.6
564, 9	Other apparel and accessory stores -----	94.1	(D)	(D)	0.1	0.3
57	Furniture, home furnishings, and equipment stores -----	(D)	(D)	8.2	4.4	(D)
5712	Furniture stores -----	21.1	14.5	(D)	0.9	(D)
5713, 4, 9	Home furnishings stores -----	72.1	71.7	(D)	1.5	(D)
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	4.1	2.0	(D)
58	Eating and drinking places -----	20.1	11.6	4.1	(D)	7.8
5812	Eating places -----	(D)	(D)	3.7	5.5	(D)
5813	Drinking places (alcoholic beverages) -----	(D)	(D)	0.4	0.7	(D)
591	Drug and proprietary stores -----	39.5	29.6	(D)	2.6	(D)
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	18.6	(D)	(D)	14.8	13.8
592	Liquor stores -----	(D)	9.4	1.2	2.5	2.8
594	Miscellaneous shopping goods stores -----	62.9	53.1	5.9	(D)	2.4
5992	Florists -----	12.2	(D)	(D)	0.4	0.3

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²Includes sales from catalog order desks.

³Includes data not covered by SIC 541.

⁴Includes data not covered by SIC's 592, 594, and 5992.

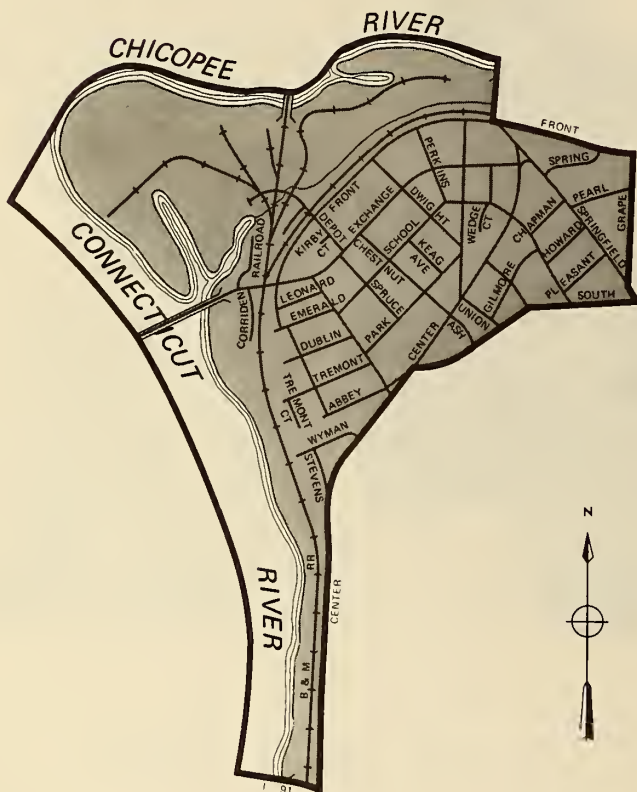
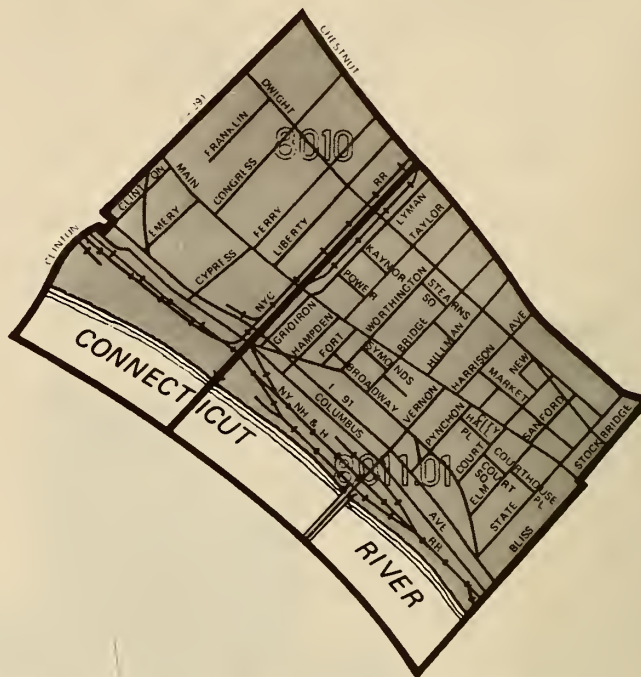
SPRINGFIELD-CHICOPEE-HOLYOKE**Standard Metropolitan Statistical Area**

SPRINGFIELD—CHICOPEE—HOLYOKE

Springfield Central Business District

Comprising Census Tracts 8010 and 8011.01

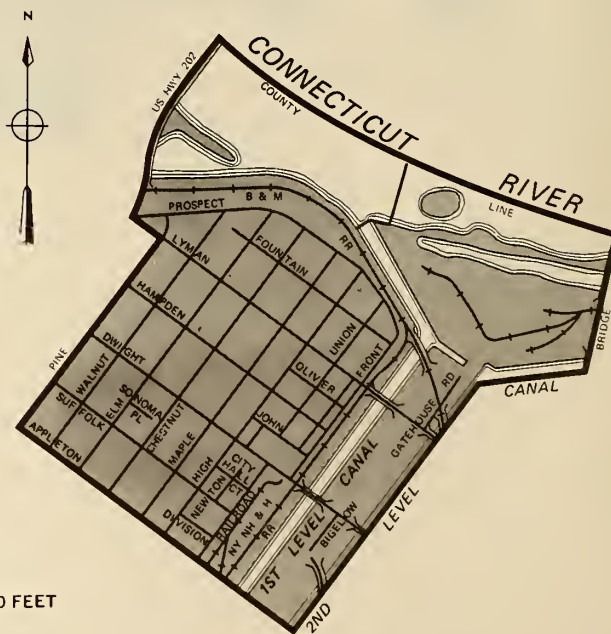
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Chicopee Central Business District

Comprising Census Tract 8109.01

0 1000 2000 3000 FEET



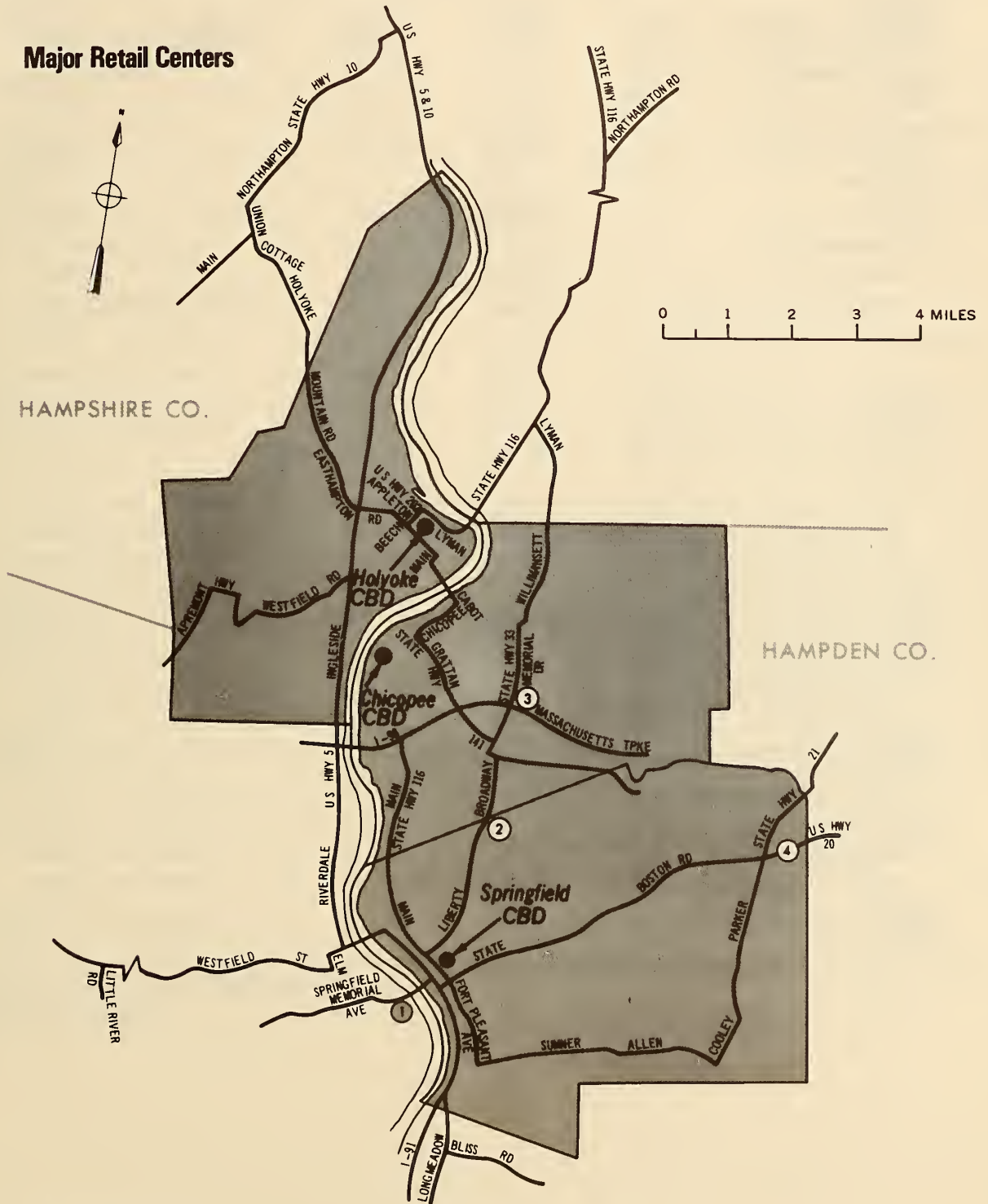
Holyoke Central Business District

Comprising Census Tract 8117

0 1000 2000 3000 FEET

SPRINGFIELD-CHICOPEE-HOLYOKE

Major Retail Centers



- Central Business Districts
- ① ① Major Retail Centers (boundary descriptions are in appendix E)
- Central Cities

Table 1. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	Cities			Central business districts
			Springfield	Chicopee	Holyoke	Springfield
	Retail stores:^{1 2}					
	Number -----	4 358	1 240	453	417	161
	Sales (\$1,000) -----	1 660 359	578 029	169 783	139 716	54 488
	Payroll entire year (\$1,000) -----	194 260	70 947	18 822	16 855	10 919
	Paid employees for week including March 12 ---	33 524	11 450	3 522	2 926	1 910
54, 58, 591	Convenience goods stores:					
	Number -----	1 638	473	193	172	56
	Sales (\$1,000) -----	605 741	(D)	72 050	56 410	15 742
53, 56, 57; 594	Shopping goods stores (GAF):³					
	Number -----	1 124	344	113	96	79
	Sales (\$1,000) -----	398 545	(D)	47 212	24 624	35 087
52, 55, 59, ex. 591, 4, 6	All other stores:					
	Number -----	1 596	423	147	149	26
	Sales (\$1,000) -----	656 073	223 365	50 521	58 682	3 659
	Number of Establishments					
	Retail stores^{1 2} -----	4 358	1 240	453	417	161
52	Building materials, hardware, garden supply, and mobile home dealers -----	199	47	21	13	-
525	Hardware stores -----	56	12	4	5	-
52 ex. 525	Other -----	143	35	17	8	-
53	General merchandise group stores -----	133	41	16	8	6
531	Department stores ⁴ -----	31	9	4	3	1
533	Variety stores -----	64	21	10	2	2
539	Miscellaneous general merchandise stores -----	38	11	2	3	3
54	Food stores⁵ -----	544	157	64	51	9
541	Grocery stores -----	337	101	37	34	3
55 ex. 554	Automotive dealers -----	327	82	32	33	1
554	Gasoline service stations -----	365	103	41	30	1
56	Apparel and accessory stores -----	298	121	33	21	37
561	Men's and boys' clothing and furnishings stores --	47	16	6	2	8
562, 3, 8	Women's clothing and specialty stores and furriers -----	120	48	12	7	16
562	Women's ready-to-wear stores -----	98	38	11	5	11
565	Family clothing stores -----	37	14	6	3	1
566	Shoe stores -----	62	31	6	6	10
564, 9	Other apparel and accessory stores -----	32	12	3	3	2
57	Furniture, home furnishings, and equipment stores -----	330	108	28	38	14
5712	Furniture stores -----	81	20	8	13	3
5713, 4, 9	Home furnishings stores -----	103	37	9	11	4
572, 3	Household appliance, radio, television, and music stores -----	146	51	11	14	7
58	Eating and drinking places -----	910	257	111	94	40
5812	Eating places -----	652	181	67	63	22
5813	Drinking places (alcoholic beverages) -----	258	76	44	31	18
591	Drug and proprietary stores -----	184	59	18	27	7
59 ex. 591, 6	Miscellaneous retail stores⁶ -----	1 068	265	89	102	46
592	Liquor stores -----	152	44	11	17	3
594	Miscellaneous shopping goods stores -----	363	74	36	29	22
5992	Florists -----	81	21	12	8	1

See footnotes at end of table.

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Central business districts—Con.		Major retail centers			
		Chicopee	Holyoke	No. 1	No. 2	No. 3	No. 4
	Retail stores:^{1 2}						
	Number -----	47	128	31	25	69	81
	Sales (\$1,000) -----	12 734	36 266	53 528	21 592	49 478	84 319
	Payroll entire year (\$1,000) -----	1 577	5 224	5 890	2 326	5 132	10 682
	Paid employees for week including March 12 ---	294	870	804	467	1 014	1 585
54, 58, 591	Convenience goods stores:						
	Number -----	23	46	6	7	19	12
	Sales (\$1,000) -----	3 254	(D)	10 512	11 382	20 229	11 711
53, 56, 57; 594	Shopping goods stores (GAF):³						
	Number -----	16	46	16	10	42	60
	Sales (\$1,000) -----	3 452	11 694	29 694	8 528	22 563	66 947
52, 55, 59, ex. 591, 4, 6	All other stores:						
	Number -----	8	36	9	8	8	9
	Sales (\$1,000) -----	6 028	(D)	13 322	1 682	6 686	5 661
	Number of Establishments						
	Retail stores^{1 2} -----	47	128	31	25	69	81
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	3	1	1	-	-
525	Hardware stores -----	-	-	-	-	-	-
52 ex. 525	Other -----	1	3	1	1	-	-
53	General merchandise group stores -----	2	1	2	3	4	6
531	Department stores ⁴ -----	-	1	2	2	2	3
533	Variety stores -----	2	-	-	-	-	1
539	Miscellaneous general merchandise stores -----	-	-	-	1	2	2
54	Food stores⁵ -----	7	9	1	3	8	6
541	Grocery stores -----	3	4	1	2	2	1
55 ex. 554	Automotive dealers -----	3	4	5	2	4	2
554	Gasoline service stations -----	-	4	2	1	-	-
56	Apparel and accessory stores -----	5	15	5	2	21	31
561	Men's and boys' clothing and furnishings stores --	2	-	1	1	3	2
562, 3, 8	Women's clothing and specialty stores and furriers -----	1	7	1	-	10	11
562	Women's ready-to-wear stores -----	1	5	1	-	9	9
565	Family clothing stores -----	1	2	-	-	2	6
566	Shoe stores -----	-	5	2	1	4	9
564, 9	Other apparel and accessory stores -----	1	1	1	-	2	3
57	Furniture, home furnishings, and equipment stores -----	4	13	7	1	5	8
5712	Furniture stores -----	3	4	3	-	2	1
5713, 4, 9	Home furnishings stores -----	1	2	2	-	-	3
572, 3	Household appliance, radio, television, and music stores -----	-	7	2	1	3	4
58	Eating and drinking places -----	15	31	4	3	10	5
5812	Eating places -----	5	20	4	2	9	5
5813	Drinking places (alcoholic beverages) -----	10	11	-	1	1	-
591	Drug and proprietary stores -----	1	6	1	1	1	1
59 ex. 591, 6	Miscellaneous retail stores⁶ -----	9	42	3	8	16	22
592	Liquor stores -----	2	3	-	1	1	1
594	Miscellaneous shopping goods stores -----	5	17	2	4	12	15
5992	Florists -----	2	5	-	1	1	1

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Springfield CBD					
	Retail stores²-----	161	54 488	10 919	2 572	1 910
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	6	(D)	(D)	(D)	(D)
531	Department stores ³ -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	9	(D)	(D)	(D)	(D)
541	Grocery stores -----	3	478	61	16	15
55 ex. 554	Automotive dealers -----	1	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	1	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	37	11 093	1 739	421	258
561	Men's and boys' clothing and furnishings stores -----	8	4 373	773	178	80
562, 3, 8	Women's clothing and specialty stores and furriers -----	16	4 004	599	158	131
562	Women's ready-to-wear stores -----	11	3 210	424	104	101
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	10	2 498	347	81	43
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	14	2 203	358	85	40
5712	Furniture stores -----	3	1 066	150	29	14
5713, 4, 9	Home furnishings stores -----	4	244	60	16	7
572, 3	Household appliance, radio, television, and music stores -----	7	893	148	40	19
58	Eating and drinking places -----	40	(D)	(D)	(D)	(D)
5812	Eating places -----	22	4 929	1 473	351	315
5813	Drinking places (alcoholic beverages) -----	18	2 752	708	190	191
591	Drug and proprietary stores -----	7	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	46	(D)	(D)	(D)	(D)
592	Liquor stores -----	3	751	70	17	13
594	Miscellaneous shopping goods stores -----	22	(D)	(D)	(D)	(D)
5992	Florists -----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Holyoke CBD					
	Retail stores²-----	128	36 266	5 224	1 316	870
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	488	121	28	12
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	3	486	121	28	12
53	General merchandise group stores -----	1	(D)	(D)	(D)	(D)
531	Department stores ³ -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores⁴ -----	9	5 549	539	135	99
541	Grocery stores -----	4	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	4	7 981	545	128	54
554	Gasoline service stations -----	4	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	15	3 517	936	274	208
561	Men's and boys' clothing and furnishings stores -----	-	-	-	-	-
562, 3, 8	Women's clothing and specialty stores and furriers -----	7	1 941	649	205	162
562	Women's ready-to-wear stores -----	5	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	5	1 186	252	58	40
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	13	2 860	512	108	58
5712	Furniture stores -----	4	2 139	442	86	44
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	7	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	31	(D)	(D)	(D)	(D)
5812	Eating places -----	20	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	11	738	198	57	49
591	Drug and proprietary stores -----	6	2 163	271	89	40
59 ex. 591, 8	Miscellaneous retail stores⁵ -----	42	(D)	(D)	(D)	(D)
592	Liquor stores -----	3	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	17	(D)	(D)	(D)	(D)
5992	Florists -----	5	369	60	15	13

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Springfield					
	Retail stores ² -----	1 240	578 029	70 947	16 922	11 450
52	Building materials, hardware, garden supply, and mobile home dealers -----	47	27 283	(D)	(D)	(D)
525	Hardware stores -----	12	5 365	952	226	128
52 ex. 525	Other -----	35	21 918	(D)	(D)	(D)
53	General merchandise group stores -----	41	83 178	12 511	2 771	1 935
531	Department stores ³ -----	9	64 786	10 277	2 233	1 610
533	Variety stores -----	21	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	11	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	157	127 996	10 461	2 745	2 034
541	Grocery stores -----	101	114 272	8 168	2 244	1 586
55 ex. 554	Automotive dealers -----	82	94 030	9 470	2 219	816
554	Gasoline service stations -----	103	46 251	3 076	766	465
56	Apparel and accessory stores -----	121	41 179	5 563	1 342	977
561	Men's and boys' clothing and furnishings stores -----	16	6 409	1 061	241	120
562, 3, 8	Women's clothing and specialty stores and furriers -----	48	14 279	1 917	491	407
562	Women's ready-to-wear stores -----	38	13 258	1 710	429	369
565	Family clothing stores -----	14	11 907	(D)	(D)	(D)
566	Shoe stores -----	31	7 183	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	12	1 401	146	34	37
57	Furniture, home furnishings, and equipment stores -----	108	(D)	(D)	(D)	(D)
5712	Furniture stores -----	20	8 914	1 658	368	147
5713, 4, 9	Home furnishings stores -----	37	4 575	730	198	103
572, 3	Household appliance, radio, television, and music stores -----	51	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	257	43 694	11 124	2 654	2 765
5812	Eating places -----	181	36 356	9 201	2 134	2 316
5813	Drinking places (alcoholic beverages) -----	76	7 338	1 923	520	449
591	Drug and proprietary stores -----	59	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	265	72 474	7 628	1 820	1 097
592	Liquor stores -----	44	(D)	1 396	318	275
594	Miscellaneous shopping goods stores -----	74	16 673	2 510	553	350
5992	Florists -----	21	1 753	340	92	90

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Chicopee					
	Retail stores ² -----	453	169 783	18 822	4 728	3 522
52	Building materials, hardware, garden supply, and mobile home dealers -----	21	3 873	686	182	95
525	Hardware stores -----	4	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	17	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	16	27 633	2 643	590	426
531	Department stores ³ -----	4	17 370	1 751	390	298
533	Variety stores -----	10	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	64	51 987	3 824	1 198	819
541	Grocery stores -----	37	48 459	3 553	1 133	751
55 ex. 554	Automotive dealers -----	32	23 821	2 173	524	202
554	Gasoline service stations -----	41	9 973	988	246	182
56	Apparel and accessory stores -----	33	10 984	1 373	307	252
561	Men's and boys' clothing and furnishings stores -----	6	1 314	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	12	3 393	425	94	88
562	Women's ready-to-wear stores -----	11	2 626	378	83	74
565	Family clothing stores -----	6	3 814	(D)	(D)	(D)
566	Shoe stores -----	6	(D)	213	48	31
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	28	3 968	580	123	71
5712	Furniture stores -----	8	1 003	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	9	(D)	108	22	17
572, 3	Household appliance, radio, television, and music stores -----	11	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	111	15 677	3 878	924	1 036
5812	Eating places -----	67	11 288	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	44	4 389	(D)	(D)	(D)
591	Drug and proprietary stores -----	18	4 386	713	163	118
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	89	17 481	1 964	471	321
592	Liquor stores -----	11	5 852	453	119	106
594	Miscellaneous shopping goods stores -----	36	4 627	571	137	98
5992	Florists -----	12	831	205	53	33

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Holyoke					
	Retail stores²-----	417	139 716	16 855	4 233	2 926
52	Building materials, hardware, garden supply, and mobile home dealers-----	13	2 950	(D)	(D)	(D)
525	Hardware stores-----	5	1 101	(D)	(D)	(D)
52 ex. 525	Other-----	8	1 849	358	82	44
53	General merchandise group stores-----	8	8 660	(D)	(D)	(D)
531	Department stores ³ -----	3	7 992	1 115	215	162
533	Variety stores-----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	3	(D)	(D)	(D)	(D)
54	Food stores⁴-----	51	38 812	3 144	891	667
541	Grocery stores-----	34	36 576	2 606	753	530
55 ex. 554	Automotive dealers-----	33	30 854	2 494	584	225
554	Gasoline service stations-----	30	8 853	740	181	111
56	Apparel and accessory stores-----	21	5 881	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores-----	2	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers-----	7	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores-----	5	1 636	595	189	146
565	Family clothing stores-----	3	(D)	(D)	(D)	(D)
566	Shoe stores-----	6	1 265	(D)	(D)	(D)
564, 9	Other apparel and accessory stores-----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	38	6 708	1 230	305	142
5712	Furniture stores-----	13	4 485	915	229	96
5713, 4, 9	Home furnishings stores-----	11	725	89	20	15
572, 3	Household appliance, radio, television, and music stores-----	14	1 498	226	56	31
58	Eating and drinking places-----	94	12 059	3 161	786	809
5812	Eating places-----	63	9 986	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages)-----	31	2 073	(D)	(D)	(D)
591	Drug and proprietary stores-----	27	5 539	(D)	(D)	(D)
59 ex. 591, 8	Miscellaneous retail stores⁵-----	102	19 400	2 357	594	331
592	Liquor stores-----	17	3 318	(D)	(D)	(D)
594	Miscellaneous shopping goods stores-----	29	3 375	524	139	93
5992	Florists-----	8	457	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
Springfield-Chicopee-Holyoke, Mass.-Conn., SMSA						
	Retail stores²-----	4 358	1 660 359	194 260	46 866	33 524
52	Building materials, hardware, garden supply, and mobile home dealers -----	199	83 446	11 086	2 503	1 175
525	Hardware stores -----	56	14 024	2 104	502	285
52 ex. 525	Other -----	143	69 422	8 982	2 001	890
53	General merchandise group stores -----	133	204 129	26 251	5 917	4 330
531	Department stores ³ -----	31	163 647	21 763	4 851	3 606
533	Variety stores -----	64	9 031	840	215	220
539	Miscellaneous general merchandise stores -----	38	31 451	3 648	851	504
54	Food stores⁴ -----	544	411 765	33 790	8 932	6 643
541	Grocery stores -----	337	376 963	28 545	7 675	5 471
55 ex. 554	Automotive dealers -----	327	282 815	26 395	6 167	2 376
554	Gasoline service stations -----	365	133 206	9 486	2 370	1 557
56	Apparel and accessory stores -----	298	85 162	12 333	3 087	2 147
561	Men's and boys' clothing and furnishings stores -----	47	16 915	2 667	701	328
562, 3, 8	Women's clothing and specialty stores and furriers -----	120	31 563	4 796	1 257	999
562	Women's ready-to-wear stores -----	98	27 654	3 970	1 032	866
565	Family clothing stores -----	37	18 681	2 304	522	398
566	Shoe stores -----	62	13 492	2 064	487	313
564, 9	Other apparel and accessory stores -----	32	4 511	502	120	109
57	Furniture, home furnishings, and equipment stores -----	330	61 467	9 709	2 296	1 144
5712	Furniture stores -----	81	23 954	4 329	1 005	447
5713, 4, 9	Home furnishings stores -----	103	10 154	1 409	351	209
572, 3	Household appliance, radio, television, and music stores -----	146	27 359	3 971	940	488
58	Eating and drinking places -----	910	144 708	36 275	8 631	9 613
5812	Eating places -----	652	122 313	30 542	7 077	8 175
5813	Drinking places (alcoholic beverages) -----	258	22 395	5 733	1 554	1 438
591	Drug and proprietary stores -----	184	49 268	7 500	1 860	1 352
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	1 068	204 393	21 435	5 103	3 187
592	Liquor stores -----	152	60 201	4 514	1 018	886
594	Miscellaneous shopping goods stores -----	363	47 787	6 445	1 492	1 037
5992	Florists -----	81	6 162	1 112	275	215

¹For all establishments, including those with no payroll.²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).³Includes sales from catalog order desks.⁴Includes data not covered by SIC 541.⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Springfield					
	Retail stores ² -----	191	52 402	11 014	2 740	2 978
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	10	(D)	(D)	(D)	(D)
531	Department stores ³ -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	6	1 962	322	73	83
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores -----	8	705	83	22	31
55 ex. 554	Automotive dealers -----	2	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	3	235	14	4	3
56	Apparel and accessory stores -----	48	10 162	1 813	457	409
561	Men's and boys' clothing and furnishings stores -----	13	3 832	770	192	119
562, 3, 8	Women's clothing and specialty stores and furriers -----	20	4 184	726	184	212
562	Women's ready-to-wear stores -----	16	3 753	635	159	197
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	12	1 965	310	79	76
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	15	1 539	299	74	49
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	4	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	9	1 122	179	45	32
58	Eating and drinking places -----	46	(D)	(D)	(D)	(D)
5812	Eating places -----	29	3 792	1 246	298	319
5813	Drinking places (alcoholic beverages) -----	17	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	3	817	113	32	27
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	56	7 824	1 638	382	311
592	Liquor stores -----	3	575	46	11	9
594	Miscellaneous shopping goods stores -----	28	5 361	1 134	255	220
5992	Florists -----	3	435	115	32	31

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district ²	City	Standard metropolitan statistical area
	Springfield			
	Retail stores ³ -----	4.0	31.8	44.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	(D)	26.0
525	Hardware stores -----	-	60.2	55.5
52 ex. 525	Other -----	-	37.2	21.4
53	General merchandise group stores -----	-43.6	5.9	14.7
531	Department stores ⁴ -----	-41.7	-9.4	9.4
533	Variety stores -----	(D)	(D)	-52.4
539	Miscellaneous general merchandise stores -----	(NC)	(D)	(NC)
54	Food stores ⁵ -----	(D)	69.4	71.6
541	Grocery stores -----	(NA)	76.6	78.9
55 ex. 554	Automotive dealers -----	-66.7	22.0	42.1
554	Gasoline service stations -----	(D)	90.1	69.5
56	Apparel and accessory stores -----	9.2	10.9	37.1
561	Men's and boys' clothing and furnishings stores -----	14.1	(D)	4.3
562, 3, 8	Women's clothing and specialty stores and furriers -----	-4.3	-15.1	17.2
562	Women's ready-to-wear stores -----	-14.5	-18.3	9.5
565	Family clothing stores -----	-98.9	(D)	111.8
566	Shoe stores -----	27.1	(D)	53.3
564, 9	Other apparel and accessory stores -----	149.4	137.9	(NC)
57	Furniture, home furnishings, and equipment stores -----	43.1	(D)	2.4
5712	Furniture stores -----	(D)	25.7	14.5
5713, 4, 9	Home furnishings stores -----	(D)	1.3	30.9
572, 3	Household appliance, radio, television, and music stores -----	-20.4	(D)	-12.7
58	Eating and drinking places -----	53.9	29.3	41.4
5812	Eating places -----	30.0	30.9	49.9
5813	Drinking places (alcoholic beverages) -----	(D)	21.7	8.0
591	Drug and proprietary stores -----	(D)	12.6	31.0
59 ex. 591, 6	Miscellaneous retail stores ⁶ -----	(D)	56.7	57.7
592	Liquor stores -----	30.6	(D)	43.6
594	Miscellaneous shopping goods stores -----	(D)	20.5	43.5
5992	Florists -----	(D)	(D)	39.3

See footnotes at end of table.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district ²	City	Standard metropolitan statistical area
	Holyoke			
	Retail stores ³ -----	(NA)	18.2	44.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NA)	(D)	26.0
525	Hardware stores -----	(NA)	(D)	55.5
52 ex. 525	Other -----	(NA)	(D)	21.4
53	General merchandise group stores -----	(NA)	-51.8	14.7
531	Department stores ⁴ -----	(NA)	-42.7	9.4
533	Variety stores -----	(NA)	-88.6	-52.4
539	Miscellaneous general merchandise stores -----	(NA)	(NC)	(NC)
54	Food stores ⁵ -----	(NA)	43.1	71.6
541	Grocery stores -----	(NA)	44.4	78.9
55 ex. 554	Automotive dealers -----	(NA)	45.4	42.1
554	Gasoline service stations -----	(NA)	45.5	69.5
56	Apparel and accessory stores -----	(NA)	8.1	37.1
561	Men's and boys' clothing and furnishings stores -----	(NA)	(D)	4.3
562, 3, 8	Women's clothing and specialty stores and furriers -----	(NA)	(D)	17.2
562	Women's ready-to-wear stores -----	(NA)	-35.1	9.5
565	Family clothing stores -----	(NA)	(D)	111.8
566	Shoe stores -----	(NA)	(D)	53.3
564, 9	Other apparel and accessory stores -----	(NA)	(NC)	(NC)
57	Furniture, home furnishings, and equipment stores -----	(NA)	-23.9	2.4
5712	Furniture stores -----	(NA)	(D)	14.5
5713, 4, 9	Home furnishings stores -----	(NA)	(D)	30.9
572, 3	Household appliance, radio, television, and music stores -----	(NA)	-23.5	-12.7
58	Eating and drinking places -----	(NA)	6.1	41.4
5812	Eating places -----	(NA)	(D)	49.9
5813	Drinking places (alcoholic beverages) -----	(NA)	(D)	8.0
591	Drug and proprietary stores -----	(NA)	(D)	31.0
59 ex. 591, 6	Miscellaneous retail stores ⁶ -----	(NA)	38.1	57.7
592	Liquor stores -----	(NA)	(D)	43.6
594	Miscellaneous shopping goods stores -----	(NA)	-8.6	43.5
5992	Florists -----	(NA)	51.3	39.3

¹Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

²This CBD did not qualify as a central business district in 1972.

³Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	Springfield					
	Retail stores¹ -----	9.4	3.3	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	4.7	5.0
525	Hardware stores -----	-	-	-	0.9	0.8
52 ex. 525	Other -----	-	-	-	3.8	4.2
53	General merchandise group stores -----	(D)	(D)	(D)	14.4	12.3
531	Department stores ² -----	(D)	(D)	(D)	11.2	9.9
533	Variety stores -----	17.5	(D)	(D)	(D)	0.5
539	Miscellaneous general merchandise stores -----	1.0	(D)	(D)	(D)	1.9
54	Food stores³ -----	(D)	(D)	(D)	22.1	24.8
541	Grocery stores -----	0.4	0.1	0.9	19.8	22.7
55 ex. 554	Automotive dealers -----	(D)	(D)	(D)	16.3	17.0
554	Gasoline service stations -----	(D)	(D)	(D)	8.0	8.0
56	Apparel and accessory stores -----	26.9	13.0	20.4	7.1	5.1
561	Men's and boys' clothing and furnishings stores -----	68.2	25.9	8.0	1.1	1.0
562, 3, 8	Women's clothing and specialty stores and furriers -----	28.0	12.7	7.3	2.5	1.9
562	Women's ready-to-wear stores -----	24.2	11.6	5.9	2.3	1.7
565	Family clothing stores -----	(D)	(D)	(D)	2.1	1.1
566	Shoe stores -----	34.8	18.5	4.6	1.2	0.8
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	0.2	0.3
57	Furniture, home furnishings, and equipment stores -----	(D)	3.6	4.0	(D)	3.7
5712	Furniture stores -----	12.0	4.5	2.0	1.5	1.4
5713, 4, 9	Home furnishings stores -----	5.3	2.4	0.4	0.8	0.6
572, 3	Household appliance, radio, television, and music stores -----	(D)	3.3	1.6	(D)	1.6
58	Eating and drinking places -----	(D)	(D)	(D)	7.6	8.7
5812	Eating places -----	13.6	4.0	9.0	6.3	7.4
5813	Drinking places (alcoholic beverages) -----	37.5	12.3	5.1	1.3	1.3
591	Drug and proprietary stores -----	21.5	(D)	(D)	(D)	3.0
59 ex. 591, 6	Miscellaneous retail stores⁴ -----	(D)	(D)	(D)	12.5	12.3
592	Liquor stores -----	(D)	1.2	1.4	(D)	3.6
594	Miscellaneous shopping goods stores -----	(D)	(D)	(D)	2.9	2.9
5992	Florists -----	(D)	(D)	(D)	0.3	0.4

See footnotes at end of table.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	Holyoke					
	Retail stores ¹ -----	26.0	2.2	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	16.5	0.6	1.3	2.1	5.0
525	Hardware stores -----	-	-	-	0.8	0.8
52 ex. 525	Other -----	26.3	0.7	1.3	1.3	4.2
53	General merchandise group stores -----	(D)	(D)	(D)	6.2	12.3
531	Department stores ² -----	(D)	(D)	(D)	5.7	9.9
533	Variety stores -----	(D)	-	-	(D)	0.5
539	Miscellaneous general merchandise stores -----	(D)	-	-	(D)	1.9
54	Food stores ³ -----	14.3	1.3	15.3	27.8	24.8
541	Grocery stores -----	(D)	(D)	(D)	26.2	22.7
55 ex. 554	Automotive dealers -----	25.9	2.8	22.0	22.1	17.0
554	Gasoline service stations -----	(D)	(D)	(D)	6.3	8.0
56	Apparel and accessory stores -----	59.8	4.1	9.7	4.2	5.1
561	Men's and boys' clothing and furnishings stores -----	(D)	-	-	(D)	1.0
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	6.1	5.4	(D)	1.9
562	Women's ready-to-wear stores -----	(D)	(D)	(D)	1.2	1.7
565	Family clothing stores -----	21.5	(D)	(D)	(D)	1.1
566	Shoe stores -----	93.8	8.8	3.3	0.9	0.8
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	(D)	0.3
57	Furniture, home furnishings, and equipment stores -----	42.6	4.7	7.9	4.8	3.7
5712	Furniture stores -----	47.7	8.9	5.9	3.2	1.4
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	0.5	0.6
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	(D)	1.1	1.6
58	Eating and drinking places -----	(D)	(D)	(D)	8.6	8.7
5812	Eating places -----	(D)	(D)	(D)	7.1	7.4
5813	Drinking places (alcoholic beverages) -----	35.6	3.3	2.0	1.5	1.3
591	Drug and proprietary stores -----	39.1	4.4	6.0	4.0	3.0
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	(D)	(D)	(D)	13.9	12.3
592	Liquor stores -----	(D)	(D)	(D)	2.4	3.6
594	Miscellaneous shopping goods stores -----	(D)	(D)	(D)	2.4	2.9
5992	Florists -----	80.7	6.0	1.0	0.3	0.4

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

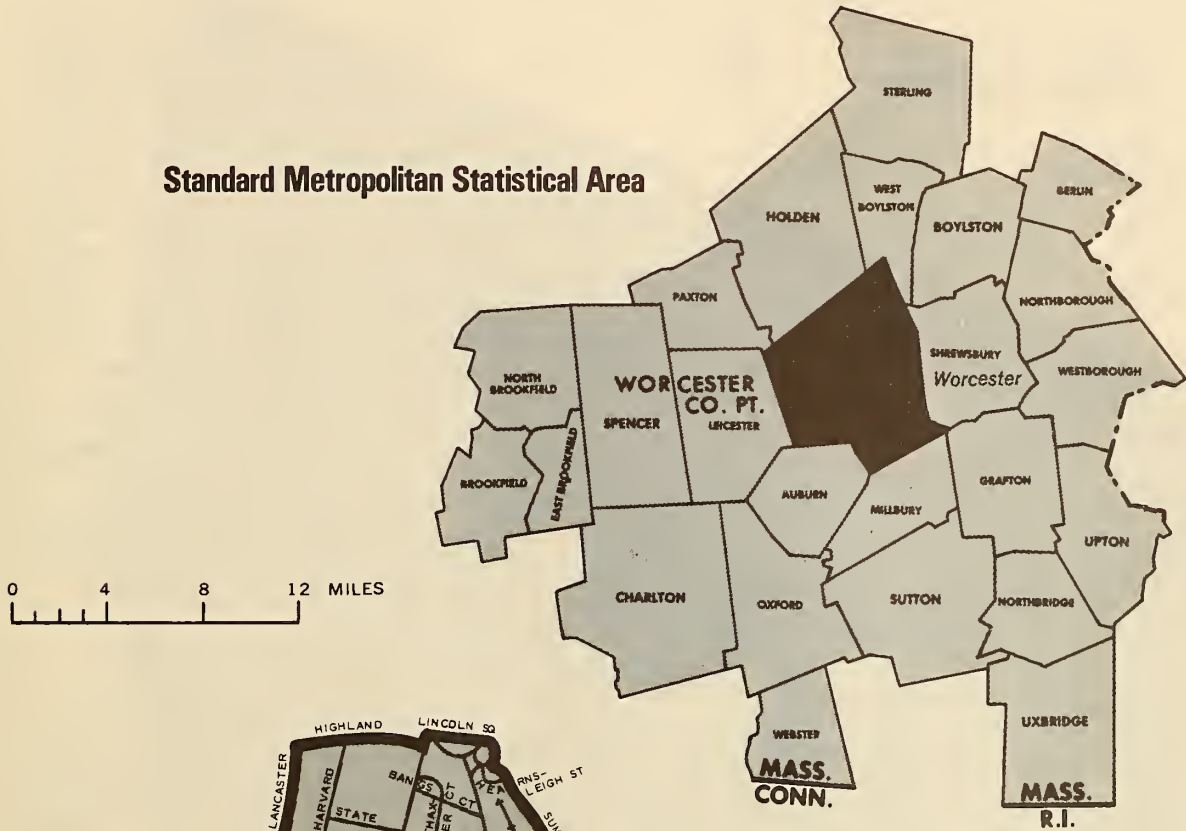
²Includes sales from catalog order desks.

³Includes data not covered by SIC 541.

⁴Includes data not covered by SIC's 592, 594, and 5992.

WORCESTER

Standard Metropolitan Statistical Area

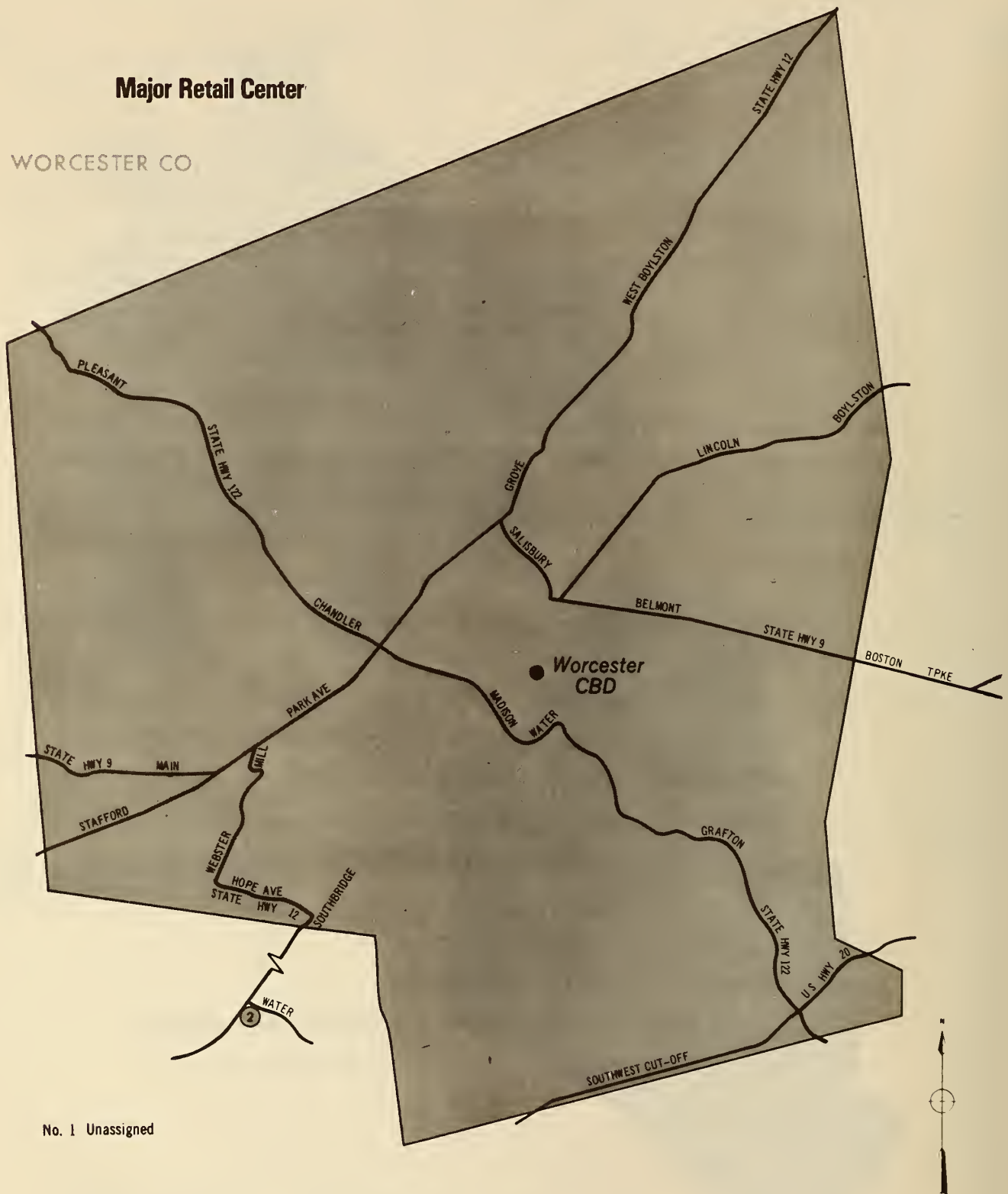


Central Business District
Comprising Census Tract 7317

WORCESTER

Major Retail Center

WORCESTER CO



No. 1 Unassigned

0 1 2 3 MILES

- Central Business District
- ① Major Retail Center (boundary description is in appendix E)
- Central City

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail center No. 2
	Retail stores:^{1 2}				
	Number	2 871	1 338	264	69
	Sales (\$1,000)	1 197 613	600 495	140 006	57 532
	Payroll entire year (\$1,000)	(D)	67 936	19 687	7 065
	Paid employees for week including March 12 ---	(D)	11 368	3 466	1 168
54, 58, 591	Convenience goods stores:				
	Number	1 112	566	84	12
	Sales (\$1,000)	412 319	193 104	16 730	9 083
53, 56, 57, 594	Shopping goods stores (GAF):³				
	Number	695	348	129	41
	Sales (\$1,000)	317 133	163 311	97 747	44 582
52, 55, 59, ex. 591, 4, 6	All other stores:				
	Number	1 064	424	51	16
	Sales (\$1,000)	468 161	244 080	25 529	3 867
	Number of Establishments				
	Retail stores^{1 2}	2 871	1 338	264	69
52	Building materials, hardware, garden supply, and mobile home dealers	119	45	3	1
525	Hardware stores	31	11	1	-
52 ex. 525	Other	88	34	2	1
53	General merchandise group stores	60	29	8	2
531	Department stores ⁴	13	7	2	2
533	Variety stores	34	15	2	-
539	Miscellaneous general merchandise stores	13	7	4	-
54	Food stores⁵	362	182	14	6
541	Grocery stores	222	110	6	1
55 ex. 554	Automotive dealers	227	93	10	2
554	Gasoline service stations	269	111	7	3
56	Apparel and accessory stores	195	110	54	20
561	Men's and boys' clothing and furnishings stores ..	42	27	13	5
562, 3, 8	Women's clothing and specialty stores and furriers	65	35	19	9
562	Women's ready-to-wear stores	56	29	15	8
565	Family clothing stores	23	12	4	1
566	Shoe stores	43	25	13	4
564, 9	Other apparel and accessory stores	22	11	5	1
57	Furniture, home furnishings, and equipment stores	201	100	27	8
5712	Furniture stores	56	25	8	-
5713, 4, 9	Home furnishings stores	51	23	1	3
572, 3	Household appliance, radio, television, and music stores	94	52	18	5
58	Eating and drinking places	638	328	63	4
5812	Eating places	486	241	50	4
5813	Drinking places (alcoholic beverages)	152	87	13	-
591	Drug and proprietary stores	112	56	7	2
59 ex. 591, 6	Miscellaneous retail stores⁶	688	284	71	21
592	Liquor stores	107	42	6	1
594	Miscellaneous shopping goods stores	239	109	40	11
5992	Florists	45	16	2	2

¹Excludes SIC 598, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Worcester CBD					
	Retail stores²-----	264	140 006	19 687	4 597	3 466
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	8	49 642	5 948	1 408	1 260
531	Department stores ³ -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	4	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	14	4 703	499	113	91
541	Grocery stores -----	6	973	73	20	15
55 ex. 554	Automotive dealers -----	10	16 249	1 518	305	120
554	Gasoline service stations -----	7	1 443	110	29	15
56	Apparel and accessory stores -----	54	20 518	3 451	884	595
561	Men's and boys' clothing and furnishings stores -----	13	6 675	1 223	353	195
562, 3, 8	Women's clothing and specialty stores and furriers -----	19	8 169	1 357	329	261
562	Women's ready-to-wear stores -----	15	7 698	1 303	315	248
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	13	3 473	525	119	80
564, 9	Other apparel and accessory stores -----	5	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	27	16 800	2 538	545	271
5712	Furniture stores -----	8	10 565	1 887	373	199
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	18	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	63	8 981	2 333	614	701
5812	Eating places -----	50	7 861	2 089	544	637
5813	Drinking places (alcoholic beverages) -----	13	1 120	244	70	64
591	Drug and proprietary stores -----	7	3 046	278	58	58
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	71	(D)	(D)	(D)	(D)
592	Liquor stores -----	6	2 098	132	32	26
594	Miscellaneous shopping goods stores -----	40	10 787	1 709	363	207
5992	Florists -----	2	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Worcester					
	Retail stores²-----	1 338	600 495	67 936	16 295	11 368
52	Building materials, hardware, garden supply, and mobile home dealers -----	45	22 119	3 312	790	317
525	Hardware stores -----	11	1 740	(D)	(D)	(D)
52 ex. 525	Other -----	34	20 379	(D)	(D)	(D)
53	General merchandise group stores -----	29	77 958	(D)	(D)	(D)
531	Department stores ³ -----	7	46 041	6 256	1 432	1 278
533	Variety stores -----	15	(D)	491	126	113
539	Miscellaneous general merchandise stores -----	7	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	182	126 832	10 364	2 609	2 012
541	Grocery stores -----	110	113 068	8 325	2 109	1 617
55 ex. 554	Automotive dealers -----	93	135 349	10 173	2 324	891
554	Gasoline service stations -----	111	33 731	2 183	553	358
56	Apparel and accessory stores -----	110	32 021	4 977	1 227	847
561	Men's and boys' clothing and furnishings stores -----	27	9 941	1 655	435	261
562, 3, 8	Women's clothing and specialty stores and furriers -----	35	11 556	1 697	413	329
562	Women's ready-to-wear stores -----	29	(D)	1 642	399	316
565	Family clothing stores -----	12	4 466	714	164	113
566	Shoe stores -----	25	(D)	732	171	117
564, 9	Other apparel and accessory stores -----	11	(D)	179	44	27
57	Furniture, home furnishings, and equipment stores -----	100	33 498	4 954	1 102	536
5712	Furniture stores -----	25	18 956	3 082	636	320
5713, 4, 9	Home furnishings stores -----	23	3 780	572	151	67
572, 3	Household appliance, radio, television, and music stores -----	52	10 762	1 300	315	149
58	Eating and drinking places -----	328	48 356	11 826	2 918	2 993
5812	Eating places -----	241	41 161	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	87	7 195	(D)	(D)	(D)
591	Drug and proprietary stores -----	56	17 916	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	284	72 715	8 639	2 076	1 136
592	Liquor stores -----	42	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	109	19 834	2 740	639	428
5992	Florists -----	16	1 599	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Worcester, Mass., SMSA					
	Retail stores²-----	2 871	1 197 613	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	119	51 553	6 580	1 598	880
525	Hardware stores -----	31	8 844	999	217	164
52 ex. 525	Other -----	88	42 709	5 581	1 381	516
53	General merchandise group stores -----	80	177 508	18 337	4 101	3 177
531	Department stores ³ -----	13	128 556	14 029	3 028	2 254
533	Variety stores -----	34	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	13	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	382	279 518	21 482	5 463	4 370
541	Grocery stores -----	222	255 648	18 084	4 612	3 662
55 ex. 554	Automotive dealers -----	227	220 197	18 274	4 352	1 628
554	Gasoline service stations -----	289	88 333	5 838	1 449	976
56	Apparel and accessory stores -----	195	56 442	7 995	1 930	1 418
561	Men's and boys' clothing and furnishings stores -----	42	14 656	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	65	19 776	2 679	641	542
562	Women's ready-to-wear stores -----	56	(D)	2 599	621	520
565	Family clothing stores -----	23	11 771	(D)	(D)	(D)
566	Shoe stores -----	43	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	22	(D)	265	64	48
57	Furniture, home furnishings, and equipment stores -----	201	52 994	7 574	1 697	854
5712	Furniture stores -----	56	28 078	4 373	923	473
5713, 4, 9	Home furnishings stores -----	51	8 463	1 168	284	138
572, 3	Household appliance, radio, television, and music stores -----	94	16 453	2 033	490	245
58	Eating and drinking places -----	838	96 553	22 802	5 506	6 025
5812	Eating places -----	486	84 670	20 082	4 804	5 407
5813	Drinking places (alcoholic beverages) -----	152	11 883	2 720	702	618
591	Drug and proprietary stores -----	112	36 248	4 948	1 192	870
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	888	138 267	(D)	(D)	(D)
592	Liquor stores -----	107	36 439	2 500	596	487
594	Miscellaneous shopping goods stores -----	239	30 189	3 743	882	656
5992	Florists -----	45	3 441	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Worcester					
	Retail stores²-----	295	105 734	16 484	3 976	3 815
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	552	111	18	13
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	13	31 899	4 557	1 106	1 252
531	Department stores ³ -----	4	27 833	3 633	866	1 008
533	Variety stores -----	6	3 914	912	240	244
539	Miscellaneous general merchandise stores -----	3	152	12	-	-
54	Food stores -----	16	2 263	369	99	112
55 ex. 554	Automotive dealers -----	7	9 880	1 052	230	107
554	Gasoline service stations -----	12	1 647	154	38	36
56	Apparel and accessory stores -----	74	26 046	4 432	1 105	1 029
561	Men's and boys' clothing and furnishings stores -----	16	8 660	1 544	383	271
562, 3, 8	Women's clothing and specialty stores and furriers -----	33	14 157	2 307	580	560
562	Women's ready-to-wear stores -----	21	13 374	2 168	540	516
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	17	2 137	400	92	129
564, 9	Other apparel and accessory stores -----	6	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	25	8 706	1 641	343	223
5712	Furniture stores -----	6	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	17	4 523	686	111	70
58	Eating and drinking places -----	61	6 537	1 655	399	519
5812	Eating places -----	42	5 320	1 403	340	448
5813	Drinking places (alcoholic beverages) -----	19	1 217	252	59	71
591	Drug and proprietary stores -----	6	1 934	339	89	64
59 ex. 591, 6	Miscellaneous retail stores⁴ -----	78	16 270	2 174	549	460
592	Liquor stores -----	7	1 650	122	35	30
594	Miscellaneous shopping goods stores -----	34	8 126	1 156	300	256
5992	Florists -----	3	261	45	11	9

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district	City	Standard metropolitan statistical area
	Worcester			
	Retail stores ² -----	32.4	32.3	42.0
52	Building materials, hardware, garden supply, and mobile home dealers-----	(D)	22.8	26.8
525	Hardware stores-----	44.1	(D)	(D)
52 ex. 525	Other-----	-55.5	22.8	22.7
53	General merchandise group stores-----	55.6	34.4	33.6
531	Department stores ³ -----	(D)	-4.5	12.3
533	Variety stores-----	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	(D)	(D)	(D)
54	Food stores ⁴ -----	107.8	29.3	45.4
541	Grocery stores-----	(NA)	29.3	45.8
55 ex. 554	Automotive dealers-----	64.5	46.4	46.1
554	Gasoline service stations-----	-12.4	47.7	77.6
56	Apparel and accessory stores-----	-21.2	-12.8	12.3
561	Men's and boys' clothing and furnishings stores-----	-22.9	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers-----	-42.3	-32.5	-14.0
562	Women's ready-to-wear stores-----	-42.4	-32.3	(D)
565	Family clothing stores-----	(NC)	(D)	(NC)
566	Shoe stores-----	62.5	(D)	(D)
564, 9	Other apparel and accessory stores-----	-48.7	(D)	-14.3
57	Furniture, home furnishings, and equipment stores-----	93.0	38.0	48.1
5712	Furniture stores-----	(D)	(D)	91.2
5713, 4, 9	Home furnishings stores-----	-28.4	(D)	65.7
572, 3	Household appliance, radio, television, and music stores-----	(D)	-7.8	3.0
58	Eating and drinking places-----	37.4	19.0	34.0
5812	Eating places-----	47.8	19.7	39.0
5813	Drinking places (alcoholic beverages)-----	-8.0	15.7	6.6
591	Drug and proprietary stores-----	57.5	58.1	64.6
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	(D)	41.2	42.7
592	Liquor stores-----	27.2	38.6	58.1
594	Miscellaneous shopping goods stores-----	32.7	42.2	46.6
5992	Florists-----	(D)	6.0	15.4

¹Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	Worcester					
	Retail stores ¹ -----	23.3	11.7	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	3.7	4.3
525	Hardware stores -----	(D)	(D)	(D)	0.3	0.7
52 ex. 525	Other -----	(D)	(D)	(D)	3.4	3.6
53	General merchandise group stores -----	63.7	28.0	35.5	13.0	14.8
531	Department stores ² -----	(D)	(D)	(D)	7.7	10.7
533	Variety stores -----	56.8	27.8	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	82.5	55.6	(D)	(D)	(D)
54	Food stores ³ -----	3.7	1.7	3.4	21.1	23.3
541	Grocery stores -----	0.9	0.4	0.7	18.8	21.3
55 ex. 554	Automotive dealers -----	12.0	7.4	11.6	22.5	18.4
554	Gasoline service stations -----	4.3	1.6	1.0	5.6	7.4
56	Apparel and accessory stores -----	64.1	36.4	14.7	5.3	4.7
561	Men's and boys' clothing and furnishings stores -----	67.1	45.5	4.8	1.7	1.2
562, 3, 8	Women's clothing and specialty stores and furriers -----	70.7	41.3	5.8	1.9	1.7
562	Women's ready-to-wear stores -----	(D)	(D)	5.5	(D)	(D)
565	Family clothing stores -----	(D)	(D)	0.7	(D)	1.0
566	Shoe stores -----	(D)	(D)	2.5	(D)	(D)
564, 9	Other apparel and accessory stores -----	44.9	29.9	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	50.2	31.7	12.0	5.6	4.4
5712	Furniture stores -----	55.7	37.6	7.5	3.2	2.3
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	0.6	0.7
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	(D)	1.8	1.4
58	Eating and drinking places -----	18.6	9.3	6.4	8.1	8.1
5812	Eating places -----	19.1	9.3	5.6	6.9	7.1
5813	Drinking places (alcoholic beverages) -----	15.6	9.4	0.8	1.2	1.0
591	Drug and proprietary stores -----	17.0	8.4	2.2	3.0	3.0
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	(D)	(D)	(D)	12.1	11.5
592	Liquor stores -----	(D)	5.8	1.5	(D)	3.0
594	Miscellaneous shopping goods stores -----	54.4	35.7	7.7	3.3	2.5
5992	Florists -----	(D)	(D)	(D)	0.3	0.3

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²Includes sales from catalog order desks.

³Includes data not covered by SIC 541.

⁴Includes data not covered by SIC's 592, 594, and 5992.

APPENDIX A. General Explanation

CENSUS COVERAGE AND METHODOLOGY

Structure and method of enumeration—Firms in the 1977 Census of Retail Trade were divided into the nonmail universe and mail universe. The coverage and the method of obtaining census information from each follow:

1. The nonmail universe consists of firms which were not required to file a regular census return and includes:

- a. All nonemployers, i.e., all firms with no paid employees during 1977. Sales information for them was obtained from 1977 Federal income tax records. Although consisting of many firms, nonemployers account for less than 5 percent of total retail sales.

The census included only those retail nonemployer firms which reported a sales volume of \$2,500 or more during 1977 plus firms in operation for less than the full year that reported sales which, if projected to an annual basis, would have reached a total of \$2,500 or more. This treatment is the same as in the 1972 census.

- b. Selected small employers, i.e., all business firms with paid employees as shown in the active records of the Internal Revenue Service (IRS) which were subject to payment of Federal Insurance Contribution Act (FICA) taxes. "Small employers" are all those single-establishment firms with payroll below a specified cutoff. Although the cutoff varied by kind of business, small employers generally included firms with one to three employees and represented about 10 percent of total retail sales.

Data on sales, payroll, and employment for employer firms below the cutoff were obtained from the records of the IRS and the Social Security Administration (SSA), except for a 10-percent sample which was included in the mail universe.

2. The mail universe consists of firms for which information was obtained basically by means of a mail canvass and includes:

- a. Large employers, i.e., all employer firms above the payroll size cutoff established to separate large from small employers. Within this category, a report of company organization is conducted periodically to identify firms which operated establishments at more than one location and to obtain information on payroll and mid-March employment at each location. The 1976 Report of Company Organization was used as a coverage check in the census. In the census mailing package, firms were sent a form to use in updating the list of establishments with those opened since 1976.
- b. The 10-percent sample of small employers referred to in section 1b above.

Method of classifying kinds of business—The retail trade classifications for all establishments were based on the Standard Industrial Classification (SIC) Manual.¹ However, the method of assigning these classifications, and the level of detail at which establishments were classified, differed between the nonmail and mail universes as follows:

1. The nonmail universe.

- a. All nonemployers were classified on the basis of information supplied on the Federal income tax returns. They were coded in less detail than employer firms; therefore, the combined data for all establishments (nonemployer firms plus establishments of employer firms) are presented in less kind-of-business detail than are the data for employer establishments alone.

- b. Selected small employers were classified on the basis of the most current census kind-of-business classification available from one of the Bureau's current sample surveys or the 1972 census. Otherwise, the SSA classification was used or the IRS classification based on the firm's description of its principal business activity as entered on its IRS business tax return.

If the Census, SSA, and IRS classifications proved inadequate (none corresponded to a 1977 census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a 1977 census kind-of-business code.

2. The mail universe was classified on the basis of answers to questions on sales by merchandise lines and other special inquiries.

COMPARABILITY OF 1972 AND 1977 CENSUSES

The 1972 and 1977 Censuses of Retail Trade were conducted under similar conditions and procedures. However, strict comparability of the data for the two censuses is limited by the following factors:

Geographic areas—The boundaries of a number of areas for which data are shown in the 1977 census are not the same as in the 1972 census because of annexations, other boundary changes, and redefinitions of SMSA's since 1972. In addition, not all areas which qualified for presentation of separate data in one of the census years qualified or existed in both census years (see Geographic Areas Covered in the Introduction).

¹ **Standard Industrial Classification Manual: 1972.** For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. **1977 Supplement.** Stock No. 003-005-00176-0. Price 90 cents.

Classifications—In 1977, the calculation to determine the proper kind-of-business classification based on the dominant merchandise line (or the dominant homogeneous group of merchandise lines) was done after excluding all nonmerchandise sales from total sales; in 1972, the calculation was done using total sales, including nonmerchandise sales. As a result, some establishments were assigned a different kind-of-business classification in 1977 than they would have been assigned in 1972. The change was insignificant in most kinds of business.

Sales—The 1972 sales statistics included two items omitted from the 1977 sales statistics:

1. Sales (or other) taxes collected from customers and forwarded to taxing authorities.
2. Carrying charges or other charges for credit.

Studies have shown that these items were substantially under-reported in the 1972 census. Sales taxes and credit charges reported in the 1972 census have been estimated at about \$10 billion for the United States as a whole.

Legal form of organization—In the 1972 census, the legal form of organization was based on data reported directly in the censuses only for establishments of large multiestablishment companies—those with a total company employment of 250 persons or more. (These large firms included information on legal form of organization in their company summary reports.) The legal form of organization of all other establishments was generally decided by the type of IRS business income tax return form they filed; e.g., businesses filing a partnership Federal tax return (form 1065) were assumed to be partnerships.

In 1977, the legal form of organization was determined for establishments in the mail universe on the basis of the response to the legal form of organization inquiry on the census forms. The legal form of organization of nonmail establishments was generally decided by the type of IRS business income tax return form filed.

A later retail trade report, "Establishment and Firm Size," will present data by the following legal forms of organization:

1. Individual proprietorships.
2. Partnerships.
3. Corporations (including non-tax-exempt cooperatives).
4. Other legal forms.

EXPLANATION OF TERMS

Establishments—An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one or more establishments. Census of retail trade figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records were used instead of a census report, no information was available on the number of locations operated. Estimates of this number were

derived from a sample and will be provided in the United States Summary report. Each census report was tabulated in accordance with the physical location at which the business was conducted. The count of establishments in this publication represents the number in business at the end of the year.

When two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity and all data for it were included in that classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and when conditions prescribed by the SIC manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were obtained in the census.

In the case of leased departments (separately owned businesses operated as departments or concessions of retail business under another ownership, such as a separately owned shoe department in a department store), only a single establishment combining leased departments with the main retail establishment in which they are located is recognized for census purposes. However, when information is obtained from IRS and SSA sources rather than a census report, it is generally not possible to differentiate between leased departments and separate establishments. Leased retail departments located in other than retail establishments (e.g., a gift shop located in a hotel) are considered separate retail establishments.

Sales—Sales include merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed on to the retailer.

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales do not include carrying or other credit charges; sales (or other) taxes collected from customers and forwarded to taxing authorities; commissions from vending machine operators; and nonoperating income from such sources as investments, rental or sale of real estate, etc.

Sales in this report do not include retail sales made by manufacturers, wholesalers, service establishments, or other businesses whose primary activity is other than retail trade. They do include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, and sales to other retailers) by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll entire year—Payroll includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (e.g., free meals and lodgings), paid during the year to all employees. Tips and gratuities received by employees from patrons and reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service for form 941.

Payroll first quarter—This item consists of payroll, as defined above, paid to persons employed at any time during the quarter January to March 1977.

Paid employees for week including March 12—Paid employees consist of the full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12, 1977. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses. The definition of paid employees is the same as that used on IRS form 941.

Central administrative offices and auxiliaries—Each company included in this census was asked to identify and report separately as "central administrative offices" or "auxiliaries" those locations whose primary functions were to manage, administer, service, or support the activities of the other establishments of the company. Data for such central administrative offices and auxiliaries which primarily service retail establishments will be presented in a subsequent report issued as part of the 1977 Enterprise Statistics series of reports.

KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, major groups 52 through 59 in the 1972 SIC manual, includes establishments engaged in selling merchandise for personal or household consumption and in rendering services incidental to the sale of the goods. Exceptions are necessitated by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Establishments engaged in selling products to the general public from displayed merchandise, such as typewriters, stationery, or gasoline, are classified in retail trade even though such products may not be used for personal or household consumption. However, establishments that sell exclusively to business establishments, institutional and industrial users, or contractors are classified in wholesale trade.

Other important characteristics of retail trade establishments are that they are usually fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive as well as sell merchandise; they may process their products, although processing is incidental or subordinate

to selling; and they are considered as retail in the trade. Not all of these characteristics need be present and some are modified by trade practice.

Establishments covered by the census were assigned kind-of-business classifications in accordance with the industry classifications defined in the 1972 SIC manual. When a more detailed classification was needed than that defined in the SIC manual, more kinds of business were identified within an SIC. In general, retail establishments were classified according to the principal lines of commodities sold (groceries, hardware, etc.), or the usual trade designation (drug store, cigar store, etc.).

Kind-of-business classifications are not interchangeable with commodity classifications; most businesses sell several kinds of commodities. The kind-of-business code generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's receipts, or some mixture of commodities which characterizes the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food stores" classification excluded stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products. (Some indication of the extent to which various broad groups of commodities, or "merchandise lines," are characteristic of different kinds of business is given in the 1977 Census of Retail Trade report, Merchandise Line Sales.)

The basis for the kind-of-business classifications has been described (see Method of classifying kinds of business above). Descriptions of the major kind-of-business classifications used in the Major Retail Centers series of reports follow. All the kind-of-business classifications in the retail major categories are described in appendix A of the 1977 Census of Retail Trade Geographic Area series of reports (RC77-A).

Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes. It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales; these establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Hardware stores (SIC 525)—Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc. Establishments primarily engaged in selling used general merchandise are classified in SIC 593, and those selling general merchandise by mail, vending machine, or direct selling are classified in SIC 596.

Department stores (SIC 531)—Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, and radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of \$10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups are \$1 million or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Variety stores (SIC 533)—Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous general merchandise stores (SIC 539)—Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores but normally having less than 25 employees, and stores usually known as country general stores are included here. Also included are most catalog showrooms and establishments whose sales of apparel or furniture and home furnishings exceed half of their total sales, providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption. Establish-

ments primarily engaged in selling prepared foods and drinks for consumption on the premises are classified in major group 58, and stores primarily engaged in selling packaged beers and liquors are classified in SIC 5921.

Grocery stores (SIC 541)—Establishments primarily selling (1) a wide variety of canned or frozen foods such as vegetables, fruits, and soups; (2) packaged or bulk dry groceries, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. These establishments often also sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats. Establishments commonly known as supermarkets, food stores, and delicatessens are included if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

Automotive Dealers and Gasoline Service Stations (SIC Major Group 55)

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; dealers selling new automobile parts and accessories; and gasoline service stations selling gasoline and lubricating oils. It includes establishments dealing exclusively in used automobiles, but not establishments dealing exclusively in used parts (SIC 5931). Also included are automobile repair shops maintained by establishments engaged in the sale of new automobiles. Automotive distributors, the greater part of whose sales are to dealers or to institutional or industrial users, are classified in wholesale trade.

Gasoline service stations (SIC 554)—Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and automotive lubricants are included.

Apparel and Accessory Stores (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included are establishments which meet the criteria for "Department stores" (SIC 5311) or "Miscellaneous general merchandise stores" (SIC 5399) even though most of their receipts are from the sale of apparel and apparel accessories.

Men's and boys' clothing and furnishings stores (SIC 561)—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel.

Women's ready-to-wear stores (SIC 562)—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, (2) sales of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, skirts, slacks, coats, suits, and furs are two or more times greater than the sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories.

Women's clothing and specialty stores and furriers (SIC 562, 563, and 568)—Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, hats, foundation garments, lingerie, negligees, robes, and fur coats and other fur apparel.

Family clothing stores (SIC 565)—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' apparel items, and (3) sales of men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566)—Establishments primarily selling shoes and other footwear. Accessories are frequently sold. Included are men's shoe stores, women's shoe stores, family shoe stores, and children's and juveniles' shoe stores.

Other apparel and accessory stores (SIC 564 and 569)—Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This classification also includes children's and infants' wear stores.

Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances. Establishments selling electrical and gas appliances are included in this group only if the major part of their sales consists of articles for home use. Dealers primarily engaged in selling antique and secondhand furniture are classified in SIC 593. Stores primarily engaged in selling merchandise but also providing an interior decorating service are classified according to the merchandise handled. Interior designers primarily engaged in advising clients on the selection of interior decorations are classified in SIC 7399.

Furniture stores (SIC 5712)—Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radios, television sets, and floor coverings provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

Home furnishings stores (SIC 5713, 5714, and 5719)—Establishments primarily engaged in the retail sale of home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, floor coverings and related products, draperies, curtains, slipcovers, and upholstery material.

Household appliance, radio, television, and music stores (SIC 572 and 573)—Comprise the following industries:

Household appliance stores (SIC 572)—Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household appliances such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radios and television sets.

Radio and television stores (SIC 5732)—Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), and sound reproducing equipment. Such establishments also may sell additional lines such as household appliances, musical instruments, or records. Radio and television repair shops are classified in SIC 7622.

Record shops (SIC 5733 pt.)—Establishments primarily selling phonograph records and albums. Related merchandise also frequently is sold in these stores.

Musical instrument stores (SIC 5733 pt.)—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies also may be sold in these stores.

Eating and Drinking Places (SIC Major Group 58)

This major group includes retail establishments selling prepared food and drinks for consumption on the premises; it also includes lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Restaurants, lunch counters, and drinking places operated as a subordinate service facility by other establishments are not included in this industry unless they are operated as leased departments by outside operators. Thus, restaurants and coffee shops operated by hotels are classified in major group 70 and those operated by department stores are classified in major group 53.

Eating places (SIC 5812)—Includes retail establishments which sell prepared foods and beverages for consumption on or near

the premises. Included are restaurants and lunchrooms, social caterers, cafeterias, refreshment places, contract feeding locations, and ice cream and frozen custard stands.

Drinking places (alcoholic beverages) (SIC 5813)—Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. The sale of food frequently accounts for a substantial portion of the receipts of these establishments.

Miscellaneous Retail Stores (SIC Major Group 59)

This major group includes retail establishments not elsewhere classified. These establishments fall into the following categories: Drug stores, liquor stores, used merchandise stores, miscellaneous shopping goods stores, nonstore retailers, fuel and ice dealers, florists, cigar stores and stands, news dealers and newsstands, and miscellaneous retail stores not elsewhere classified.

Drug and proprietary stores (SIC 591)—Drug stores are establishments engaged in the retail sale of prescription drugs and patent medicines. They may carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise, and may operate a soda fountain or lunch counter. These stores are classified on the basis of their usual trade designation rather than on a strict interpretation of commodities handled.

Proprietary stores are establishments generally selling the same merchandise as drug stores, except that prescriptions are not filled and sold.

Liquor stores (SIC 592)—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whiskey for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Miscellaneous shopping goods stores (SIC 594)—Comprises the following industries:

General line sporting goods stores (SIC 5941 pt.)—Establishments primarily selling a general line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; and gymnasium and playground equipment.

Specialty line sporting goods stores (SIC 5941 pt.)—Establishments specializing in a maximum of four lines of sporting goods and equipment such as guns, bicycles, skiing, golfing, bowling, and billiards equipment. (In the 1972 census, specialty sporting goods stores were defined as establishments specializing in only one line of sporting goods.)

Book stores (SIC 5942)—Establishments primarily selling new books and periodicals. Stationery and related items may also be sold. Book clubs (not engaged in publishing) primarily selling new books through the mail are included in "mail order houses" (SIC 5961).

Stationery stores (SIC 5943)—Establishments primarily engaged in the retail sale of stationery such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies. Stores specializing in the sale of artists' supplies are classified in SIC 5999.

Jewelry stores (SIC 5944)—Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks. Stores primarily engaged in watch and jewelry repair are classified in SIC 7631.

Hobby, toy, and game shops (SIC 5945)—Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies. Establishments primarily engaged in selling artists' supplies or collectors' items, such as coins, stamps, and autographs, are classified in SIC 5999.

Camera and photographic supply stores (SIC 5946)—Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Establishments primarily engaged in finishing films are classified in SIC 7395.

Gift, novelty, and souvenir shops (SIC 5947)—Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

Luggage and leather goods stores (SIC 5948)—Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

Sewing, needlework, and piece goods stores (SIC 5949)—Establishments primarily engaged in the retail sale of sewing supplies, fabrics, patterns, and other needlework accessories.

Florists (SIC 5992)—Establishments primarily engaged in the retail sale of cut flowers and growing plants. Stores primarily engaged in selling seeds, bulbs, and nursery stock are classified in SIC 5261, and greenhouses and nurseries primarily engaged in growing, in SIC 0181.

Nonstore retailers (SIC 596)—The establishments primarily engaged in these activities are not included in the Major Retail Centers series of reports, but are included in all other 1977 Census of Retail Trade publications. Included in this classification are mail order houses, automatic merchandising machine operators, and direct selling (house-to-house) establishments. (Data presented for direct selling establishments are limited to establishments with payroll.)

In this census, the sales made at catalog order desks in retail stores were tabulated as part of the stores' sales rather than as part of the sales of the mail order house. This conforms with the treatment of catalog desks in the 1972 censuses.

APPENDIX B. General Questions

U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

1977 CENSUS OF DISTRIBUTIVE TRADES (RETAIL)

Important - PLEASE READ ALL ACCOMPANYING INSTRUCTIONS

Please complete this
form and RETURN TO

BUREAU OF THE CENSUS
1201 East Tenth Street
Jeffersonville, Indiana 47132

Census use only	Unit No.	Item code	Unit No.	Item code	Unit No.	Item code

NOTICE - Response to this inquiry is required by law (title 13, U.S. Code). By the same law, your report to the Census Bureau is confidential. It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.

In correspondence pertaining to this report,
please refer to this Census File Number

Employer Identification
Number

Please correct errors in name, address and ZIP code. ENTER street and number if not shown.

Item 1 - PHYSICAL LOCATION OF ESTABLISHMENT - In order to assign this establishment to the correct geographic area, the Bureau of the Census must know the actual location which may differ from the mailing address. Complete Items a through g.

a. Address number and street name of physical location - If not known, enter building name, shopping center name, or other physical location description. Do not enter P.O. box or rural route.

Mark (X) for a, b, c, and d if same as mailing label; if different show corrections.

Same as
mailing
label ☐ OR ▶

b. Name of city, town, village, borough, etc. of physical location

Same as
mailing
label ☐ OR ▶

c. State

Same as
mailing
label ☐ OR ▶

d. ZIP code

Same as
mailing
label ☐ OR ▶

e. Type of municipality indicated in 1b

1 ☐ City 4 ☐ Borough 7 ☐ Other - Specify _____

2 ☐ Town 5 ☐ Township

Mark (X) one 3 ☐ Village 6 ☐ Unincorporated 8 ☐ Don't know

f. Is this establishment located inside the legal boundaries of the city, town, village, etc., indicated in 1b?

1 ☐ Yes

2 ☐ No

NOTE - The area served by a post office generally does not coincide with the legal boundaries of the municipality from which the post office takes its name.

3 ☐ No legal boundaries

4 ☐ Don't know

g. Name of county (Louisiana parish) of physical location

Item 2 - EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification (EI) Number printed in the upper right of the address box the SAME as that used for this establishment on its latest 1977 Employer's Quarterly Federal Tax Return, Treasury Form 941?

☐ YES

☐ NO - Enter current EI number →

(9 digits)

Item 3 - OPERATIONAL STATUS

a. Mark (X) the ONE box which best describes this establishment at the end of 1977.

001 ☐ In operation

2 ☐ Temporarily or seasonally inactive

3 ☐ Ceased operation - Give date

4 ☐ Sold or leased to another operator - Give date AND name, etc.

Figures only

Month Day Year

Name of new owner or operator

Number and street

City

State

ZIP code

b. How many months during 1977 did this firm or organization actively operate this establishment?

Number of months
002

Item 4 - ORGANIZATIONAL STATUS

a. Mark (X) the ONE box which best describes this establishment during 1977.

003 1 ☐ Individual proprietorship

2 ☐ Partnership

8 ☐ Cooperative association

5 ☐ Governmental - Specify _____

6 ☐ Corporation (other than specified above)

9 ☐ Other - Specify _____

b. Was all or part of the income of this establishment or organization exempt from Federal income taxes under Section 501 or 521 of the Internal Revenue Code?

004 1 ☐ YES
2 ☐ NO

Dollar figures should be reported as illustrated. Please be careful to enter the figures in the correct columns. See example below:

EXAMPLE: If figure is \$1,125,628.28

• PREFERRED method.
Acceptable method

Mil- lions (000)	Thou- sands (000)	Dol- lars (000)
1	125	
1	125	628

Important - Please read

Item 5 - DOLLAR VOLUME OF BUSINESS IN 1977

a. Sales of merchandise and other operating receipts EXCLUDING sales (or other) taxes collected

Mil. Thou. Dol.

010

b. Were sales (or other) taxes collected from customers and forwarded to taxing authorities?

011 1 ☐ YES
2 ☐ NO

If "YES," report the amount of such taxes

(DO NOT include taxes in 5a above)

Mil. Thou. Dol.

012

c. TOTAL SALES and other operating receipts including sales (or other) taxes (Sum of 5a and 5b above)

013

Item 6 - PAYROLL AND EMPLOYMENT

a. Payroll

(1) Total ANNUAL payroll in 1977 before deductions

(2) Payroll for the FIRST QUARTER of 1977

b. Employment - Number of paid employees for the pay period including the 12th of the month (Include both full- and part-time employees)

032 MAR

033 MAY

034 AUG

035 NOV

Item 7 - METHOD OF SELLING - Mark (X) the ONE box which best describes this establishment's principal method of selling.

300

1 ☐ Selling at this establishment 2 ☐ Mail order (catalog selling) 3 ☐ House-to-house or telephone (direct selling) 4 ☐ Operating merchandise vending machines

Item 8 - DEPARTMENT OR CONCESSION LOCATED IN THE ESTABLISHMENT OF ANOTHER FIRM 302

a. Is the business at this location conducted as a department or concession (such as a shoe concession in a department store) in an establishment operated by another firm? Mark "YES" if customers normally consider this operation as part of the establishment operated by another firm, or if sales to customers are billed by that establishment.

1 ☐ YES
2 ☐ NO

b. If "YES," enter the name and description (kind of business) of the establishment which is operated by the other firm.

Name of establishment _____ Kind of business _____

Item 9 - DEPARTMENT OR CONCESSION LOCATED IN THIS ESTABLISHMENT

a. Were any departments or concessions, NOT OWNED BY THIS FIRM, operated within this establishment during 1977? (Exclude coin-operated amusement or vending machine space leased to others)

304

1 ☐ YES → Enter number - List each one in b below
2 ☐ NO - SKIP to item 10

Mark "YES" if any department operated by another firm is normally considered by customers to be part of this establishment, or if this establishment bills customers for sales of such departments.

Any department is operated by a subsidiary firm or the parent firm.

b. List each department or concession. If more space is needed, attach a separate sheet providing the same information required below.

Line No.	Name of owner or trading name of department or concession (a)	Census use only 306	Kind of business of department or concession (b)	Estimated sales and receipts (Exclude sales and other taxes) (c)			Are sales included in Item 5a? (d)	Is payroll included in Item 6? (e)
				Mil.	Thou.	Dol.		
305 1		306		307			308 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	309 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO
305 2		306		307			308 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	309 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO
305 3		306		307			308 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	309 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO

Item 15 - OWNERSHIP OR CONTROL - Refer to instructions for definitions of ownership and control.

a. Is this company owned or controlled by another company? 1 ☐ YES → 2 ☐ NO

Enter the company name and address (street name and number, city, State, ZIP code) and EI Number. If more space is needed to list companies, attach a separate sheet.

Owning or controlling company

EI No. (9 digits) _____

b. Does this company own or control any other company or companies? 1 ☐ YES → 2 ☐ NO

Owning or controlled company

EI No. (9 digits) _____

Item 16 - LOCATIONS OF OPERATION

a. Were the operations under the EI Number shown in the mailing label (or as corrected in item 2) conducted at more than one location during 1977? (Including all selling or service locations and any other facilities such as warehouses, administrative offices, etc.)

1 ☐ YES - Answer (b) and (c)
2 ☐ NO - Do not complete (b) and (c) below. Review your report for completeness and accuracy and return.

Number of locations _____

b. At how many separate locations were these operations conducted during 1977?

c. List each location - including main location. If more space is needed, attach a separate sheet providing the same information required below.

Census use only 080	Physical location of each operation Name, address and ZIP code (a)			1977 sales and receipts and annual and 1st quarter payrolls Totals should equal items 5a and 6a(1) and (2) (b)			Number of paid employees for the pay period including the 12th of each month Totals should equal corresponding entries in item 6b (c)		Kind of business of each location Describe (d)
	Name	Number and street of physical location	City	Sales and receipts	Total annual payroll	1st quarter payroll	084 MAR	085 MAY	
				081	082	083	084 MAR	085 MAY	
							086 AUG	087 NOV	
									088 Census use only

Census use only 080	Physical location of each operation Name, address and ZIP code (a)			1977 sales and receipts and annual and 1st quarter payrolls Totals should equal items 5a and 6a(1) and (2) (b)			Number of paid employees for the pay period including the 12th of each month Totals should equal corresponding entries in item 6b (c)		Kind of business of each location Describe (d)
	Name	Number and street of physical location	City	Sales and receipts	Total annual payroll	1st quarter payroll	084 MAR	085 MAY	
				081	082	083	084 MAR	085 MAY	
							086 AUG	087 NOV	
									088 Census use only

TOTALS (Sum of entries should equal corresponding entries in items 5a and 6 on page 1)

Sales and receipts

Total annual payroll

1st quarter payroll

MAR MAY

AUG NOV

APPENDIX C. Kind-of-Business Titles and Reporting-Form Numbers

Listed below are retail kind-of-business titles and their corresponding reporting-form numbers. Requests for copies of any of these forms, including the inquiries used to classify establishments by kind of business, should be directed to the Business Division, Bureau of the Census, Washington, D.C. 20233.

SIC code	Title	Report- ing form CB—	SIC code	Title	Report- ing form CB—
52	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS		56	APPAREL AND ACCESSORY STORES	
5211	Lumber and other building materials dealers . . .	52A	5611	Men's and boys' clothing and furnishings stores	56
5231	Paint, glass, and wallpaper stores	52B	5621	Women's ready-to-wear stores	56
5251	Hardware stores	52B	5631 PT.	Millinery stores	56
5261	Retail nurseries, lawn and garden supply stores	52B	5631 PT.	Corset and lingerie stores	56
5271	Mobile home dealers	52C	5631 PT.	Other women's accessory, specialty stores	56
53	GENERAL MERCHANDISE GROUP STORES		5641	Children's and infants' wear stores	56
5311	Department stores	53A	5651	Family clothing stores	56
5331	Variety stores	53B	5661 PT.	Men's shoe stores	56
5399	Miscellaneous general merchandise stores	53A	5661 PT.	Women's shoe stores	56
54	FOOD STORES		5661 PT.	Children's and juveniles' shoe stores	56
5411	Grocery stores	54	5661 PT.	Family shoe stores	56
5422	Freezer and locker meat provisioners	54	5681	Furriers and fur shops	56
5423 PT.	Meat markets	54	5699	Miscellaneous apparel and accessory stores	56
5423 PT.	Fish (seafood) markets	54	57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	
5431	Fruit stores and vegetable markets	54	5712	Furniture stores	57A
5441	Candy, nut, and confectionery stores	54	5713	Floor covering stores	57B
5451	Dairy products stores	54	5714	Drapery, curtain, and upholstery stores	57B
5462	Retail bakeries—baking and selling	54	5719	Miscellaneous home furnishings stores	57B
5463	Retail bakeries—selling only	54	5722	Household appliance stores	57A
5499	Miscellaneous food stores	54	5732	Radio and television stores	57A
55	AUTOMOTIVE DEALERS AND GASOLINE SERVICE STATIONS		5733 PT.	Record shops	57B
5511 PT.	Dealers with domestic car franchise only	55A	5733 PT.	Musical instrument stores	57B
5511 PT.	Dealers with imported car franchise only	55A	58	EATING AND DRINKING PLACES	
5511 PT.	Dealers with domestic, import car franchises . .	55A	5812 PT.	Restaurants and lunchrooms	58
5521	Motor vehicle dealers—used cars only	55A	5812 PT.	Social caterers	58
5531 PT.	Tire, battery, and accessory dealers	55B	5812 PT.	Cafeterias	58
5531 PT.	Other auto and home supply stores	55B	5812 PT.	Refreshment places	58
5541	Gasoline service stations	55D	5812 PT.	Contract feeding	58
5551	Boat dealers	55C	5812 PT.	Ice cream, frozen custard stands	58
5561	Recreational and utility trailer dealers	55C	5813	Drinking places (alcoholic beverages)	58
5571	Motorcycle dealers	55C			
5599	Automotive dealers, n.e.c.	55C			

SIC code	Title	Report- ing form CB—	SIC code	Title	Report- ing form CB—
59	MISCELLANEOUS RETAIL STORES			MISCELLANEOUS RETAIL STORES—Con.	
5912 PT.	Drug stores	59A	5962	Automatic merchandising machine operators	58
5912 PT.	Proprietary stores	59A			
5921	Liquor stores	59G			
5931	Used merchandise stores	59G	5963 PT.	Furniture, home furnishings, equipment— direct selling	57A
5941 PT.	General line sporting goods stores	59C	5963 PT.	Mobile food service—direct selling	58
5941 PT.	Specialty line sporting goods stores	59C	5963 PT.	Books and stationery—direct selling	59B
5942	Book stores	59B	5963 PT.	Other direct selling	59G
5943	Stationery stores	59B	5982	Fuel and ice dealers, n.e.c.	59E
5944	Jewelry stores	59D	5983	Fuel oil dealers	59E
5945	Hobby, toy, and game shops	59B	5984	Liquefied petroleum gas (bottled gas) dealers ..	59E
5946	Camera and photographic supply stores	59B	5992	Florists	59F
5947	Gift, novelty, and souvenir shops	59B	5993	Cigar stores and stands	59G
5948	Luggage and leather goods stores	59B	5994	News dealers and newsstands	59G
5949	Sewing, needlework, and piece goods stores	59B	5999 PT.	Pet shops	59G
5961 PT.	Department store merchandise—mail order	53A	5999 PT.	Typewriter stores	59B
5961 PT.	General merchandise, n.e.c.—mail order	53A	5999 PT.	Optical goods stores	59G
5961 PT.	Other mail-order houses	53A	5999 PT.	Other retail stores, n.e.c.	59G

APPENDIX D. Standard Metropolitan Statistical Areas

(Titles and definitions of the SMSA's in the State established by the Department of Commerce, Office of Federal Statistical Policy and Standards, as of December 1977)

BOSTON-LAWRENCE-LOWELL, MASS.-N.H., SCSA

Consists of Boston, Mass., SMSA; Lawrence-Haverhill, Mass.-N.H., SMSA; Lowell, Mass.-N.H., SMSA; and Brockton, Mass., SMSA

BOSTON SMSA

Consists of Beverly, Lynn, Peabody, and Salem cities, and Boxford, Danvers, Hamilton, Lynnfield, Manchester, Marblehead, Middleton, Nahant, Saugus, Swampscott, Topsfield, and Wenham towns in Essex County; Cambridge, Everett, Malden, Medford, Melrose, Newton, Somerville, Waltham, and Woburn cities, and Acton, Arlington, Ashland, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Holliston, Lexington, Lincoln, Natick, North Reading, Reading, Sherborn, Stoneham, Sudbury, Wakefield, Watertown, Wayland, Weston, Wilmington, and Winchester towns in Middlesex County; Quincy city, and Bellingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrook, Medfield, Medway, Millis, Milton, Needham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth, and Wrentham towns in Norfolk County; Abington, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Marshfield, Norwell, Pembroke, Rockland, and Scituate towns in Plymouth County; and Boston, Chelsea, and Revere cities, and Winthrop town in Suffolk County, Mass.

BROCKTON SMSA

Consists of Easton town in Bristol County; Avon town in Norfolk County; and Brockton city and Bridgewater, East Bridgewater, Halifax, West Bridgewater, and Whitman towns in Plymouth County, Mass.

FALL RIVER, MASS.-R.I., SMSA

Consists of Fall River city, and Dighton, Somerset, Swansea, and Westport towns in Bristol County, Mass.; and Little Compton, Portsmouth, and Tiverton towns in Newport County, R.I.

FITCHBURG-LEOMINSTER SMSA

Consists of Shirley and Townsend towns in Middlesex County; and Fitchburg and Leominster cities, and Lunenburg and Westminster towns in Worcester County, Mass.

LAWRENCE-HAVERHILL, MASS.-N.H., SMSA

Consists of Lawrence and Haverhill cities, and Amesbury, Andover, Georgetown, Groveland, Merrimac, Methuen, North Andover, Salisbury, and West Newbury towns in Essex County, Mass.; and Atkinson, Hampstead, Kingston, Newton, Plaistow, Salem, and Windham towns in Rockingham County, N.H.

LOWELL, MASS.-N.H., SMSA

Consists of Lowell city, and Billerica, Chelmsford, Dracut, Tewksbury, Tyngsborough, and Westford towns in Middlesex County, Mass.; and Pelham town in Hillsborough County, N.H.

NEW BEDFORD SMSA

Consists of New Bedford city, and Acushnet, Dartmouth, Fairhaven, and Freetown towns in Bristol County, and Lakeville, Marion, and Mattapoisett towns in Plymouth County, Mass.

PITTSFIELD SMSA

Consists of Pittsfield city, and Adams, Cheshire, Dalton, Lanesborough, Lee, Lenox, and Stockbridge towns in Berkshire County, Mass.

PROVIDENCE-WARWICK-PAWTUCKET, R.I.-MASS., SMSA¹

Consists of Barrington, Bristol, and Warren towns in Bristol County, R.I.; Warwick city, and Coventry, East Greenwich, and West Warwick towns in Kent County, R.I.; Jamestown town in Newport County, R.I.; Central Falls, Cranston, East Providence, Pawtucket, Providence, and Woonsocket cities, and Burrillville, Cumberland, Johnston, Lincoln, North Providence, North Smithfield, Scituate, and Smithfield towns in Providence County, R.I.; and Narragansett, North Kingstown, and South Kingstown towns in Washington County, R.I.; and Attleboro city, and North Attleborough, Norton, Rehoboth, and Seekonk towns in Bristol County, Mass.; Plainville town in Norfolk County, Mass.; and Blackstone and Millville towns in Worcester County, Mass.

¹ MRC data for this SMSA appear only in the R.I. MRC report.

SPRINGFIELD-CHICOPEE-HOLYOKE, MASS.-CONN., SMSA

Consists of Chicopee, Holyoke, Springfield, and Westfield cities, and Agawam, East Longmeadow, Hampden, Longmeadow, Ludlow, Monson, Palmer, Southwick, West Springfield, and Wilbraham towns in Hampden County, Mass.; Northampton city, and Belchertown, Easthampton, Granby, Hadley, Hatfield, Southampton, South Hadley towns in Hampshire County, Mass.; and Warren town in Worcester County, Mass.; and Somers town in Tolland County, Conn.

WORCESTER SMSA

Consists of Worcester city, and Auburn, Berlin, Boylston, Brookfield, Charlton, East Brookfield, Grafton, Holden, Leicester, Millbury, Northborough, Northbridge, North Brookfield, Oxford, Paxton, Shrewsbury, Spencer, Sterling, Sutton, Upton, Uxbridge, Webster, Westborough, and West Boylston towns in Worcester County, Mass.

APPENDIX E. Major Retail Centers

BOSTON, MASS., SMSA

MRC No. 2—Includes the establishments in the area bounded by Massachusetts Ave., DeWolfe, Bow, Mount Auburn, Boylston, Winthrop, Eliot Sq., Brattle Sq., rear property line of lots on south side of Brattle, and rear property line of lots on north side of Church. (Cambridge) (In tracts 3537, 3538, 3539, 3540, and 3541)

MRC No. 4—Includes establishments on Holland St. from Davis Sq. to Buena Vista St. and Wallace St., on Elm St. from Davis Sq. to Cutter Ave., on Highland Ave. from Davis Sq. to Grove St., and in Davis Sq. (Somerville) (In tracts 3505 and 3509)

MRC No. 6—Includes the planned center known as "Fellsway Plaza Shopping Center" and establishments on the Fellsway from No. 451 to St. James Rd., and on Revere Beach Pkwy. from the Fellsway to Brainard Ave. (Medford) (In tract 3398)

MRC No. 9—Includes the planned center known as "Northshore Shopping Plaza," bounded by Cross St., Andover St. (Rt. 114), Rt. 128, B. & M. R.R. and Prospect St. (Peabody) (In tract 2103)

MRC No. 12—Includes the planned centers known as "Shoppers World," "Sherwood Plaza," and "Natick Mall" and establishments on Worcester Rd. (State Hwy. 9) between Speen St. and Dinsmore Ave. (Framingham and Natick, Middlesex County) (In tracts 3826 and 3836)

MRC No. 15—Includes the planned center known as "Chestnut Hill Shopping Center" and establishments on Boylston St. from Hammond Pond Pkwy. to Hammond St. (Middlesex and Norfolk Counties) (In tracts 3736, 4011, and 4012)

MRC No. 18—Includes establishments in the area bounded by Dimmock St., Hancock St., Elm St., High School Ave., Water St., Summer St., School St., and M.B.T.A. (Quincy) (In tracts 4177, 4178, and 4179)

MRC No. 19—Includes the planned center known as "South Shore Plaza" on Granite St. at its intersection with Southeast Expwy., and establishments on Granite St. from No. 150 to No. 365. (Braintree, Norfolk County) (In tract 4191)

MRC No. 23—Includes the planned center known as "Dedham Plaza" and establishments on Providence Hwy. from Dwight St. to Rt. 128. (Dedham, Norfolk County) (In tracts 4024 and 4025)

MRC No. 25—Includes the establishments on Moody St. from Carter St. to Brown St. (Waltham) (In tracts 3685, 3686, and 3688)

BOSTON, MASS., SMSA—Con.

MRC No. 28—Includes establishments on Broadway from Church St. to Second St., on School St. from Norwood St. to Corey St., on Norwood St. from School St. to Union Ave., and on Chelsea St. from Wolcott to Broadway. (Everett) (In tracts 3424 and 3425)

MRC No. 29—Includes establishments in the area bounded by Florence St., Washington St., rear property line of lots on north side of Pleasant St., Dartmouth St., south boundary of parking lot, Main St., Spring St., Park St., Salem St., rear property line of lots on east side of Ferry St., B. & M. R.R., Phillips Ct., Eastern Ave., rear property line of lots on west side of Main St., B. & M. R.R., Middlesex St., Charles St., Malden Canal, Center St., Center St. extended, B. & M. R.R., and Pleasant St. (Malden) (In tracts 3413 and 3416)

MRC No. 36—Includes the planned center known as "New England Shopping Center" and establishments on Broadway from Main St. to Essex St. (Essex County) (In tracts 2082 and 2084)

MRC No. 40—Includes establishments on Essex St. from North St. to Hawthorne Blvd., on Central St. from Essex St. to Derby St., on Lafayette St. from Front St. to New Derby St., on New Derby St. from Lafayette St. to Washington St., on Washington St. from New Derby St. to Church St., and on Front St. from Lafayette St. to Washington St. (Salem) (In tracts 2042, 2043, and 2045)

MRC No. 44—Includes the planned center known as "Dedham Mall" and establishments on the east side of V.F.W. Pkwy. (Rt. 1) and on the west side of Washington St. from the traffic circle through 280 V.F.W. Pkwy. and 259 Washington St. (Norfolk County) (In tract 4024)

MRC No. 46—Includes the planned center known as "Northgate Shopping Center" and establishments on Squire Rd. from Sigourney St. to Charger St. (Revere) (In tract 1703)

MRC No. 55—Includes the planned centers known as "Burlington Mall" and "Vine Brook Plaza" and establishments in the area bounded by the north side of Lexington St., S. Bedford St., Rt. 128, and Middlesex Tpke. (Burlington) (In tract 3324)

MRC No. 61—Includes the planned center known as "Liberty Tree Mall" and establishments on Endicott St. from Rt. 128 to Sylvan St. (Danvers) (In tract 2112)

BOSTON, MASS., SMSA—Con.

MRC No. 63—Includes the planned center known as “Prudential Center,” the unplanned area known as “Back Bay” and establishments in the area bounded by Boylston St. from Charles St. to Massachusetts Ave., on Arlington St. from Newbury St. to Boylston St., on Stuart St. from Clarendon St. to Dartmouth St., on Huntington Ave. from Blandford St. to Belvedere St., on Dalton from Belvedere St. to Boylston St., and on Newbury St. from Fairfield to Arlington St. (Boston) (In tracts 106, 107, and 703)

BROCKTON, MASS., SMSA

MRC No. 1—Includes the establishments bounded by Brookside Ave. and French Brook, Plain River, the town boundary between Brockton and West Bridgewater, and Copeland St. (Brockton) (In tracts 5105.02 and 5105.03)

MRC No. 2—Includes the planned center known as “West Shopping Center” and establishments bounded by Torrey St.; Belmont St. and West St.; and Torrey Ave., Yarmouth Ave., Sagamore Rd., Dennis Ave., and Harwich Rd. (Brockton) (In tracts 5106, 5107, and 5117.01)

MRC No. 3—Includes the planned centers known as “Westgate Mall,” “Westgate Plaza,” “Garland Plaza,” and “Park Plaza” and establishments bounded by Oak St. Ext., Oak St., the D.W. Field Park boundary, Pleasant St., Reynolds Memorial Hwy. (Route 27), and N. Pearl St. (Brockton) (In tracts 5105.02 and 5105.03)

MRC No. 4—Includes establishments in the area bounded by Quincy St., Crescent St., Gladstone St., Beaver Brook, and Center St. (Brockton) (In tract 5112)

FALL RIVER, MASS.-R.I., SMSA

MRC No. 1—Includes the planned center known as “Harbour Mall” bounded by Anthony St., Stafford Rd., Route 24, and William S. Canning Blvd. (Route 81). (Fall River) (In tract 6401)

FITCHBURG—LEOMINSTER, MASS., SMSA

MRC No. 3—Includes the planned center known as “John Fitch Plaza” and establishments in the area bounded by Monosnoc Brook, the Fitchburg Municipal Boundary, Boston and Maine RR., St. Bemis Rd., Boutelle St., and Townsend St. (Fitchburg) (In tracts 7101 and 7110)

LAWRENCE—HAVERHILL, MASS.-N.H., SMSA

MRC No. 1—Includes the planned center known as “Methuen Mall” and establishments on Pleasant Valley St. from Oak St. to Prospect St. (Methuen) (In tracts 2525 and 2526)

NEW BEDFORD, MASS., SMSA

MRC No. 3—Includes the planned centers known as “North Dartmouth Mall” and “K-Mart Shopping Center” and establishments on Faunce Corner Rd. from K-Mart Shopping Center to U.S. Hwy. 6, and on U.S. Hwy. 6 from Tucker Rd. to Speaker St. (Dartmouth) (In tracts 6531 and 6532)

MRC No. 4—Includes the establishments on Acushnet Ave. from Tarkiln Hill Rd. to Coggeshall St., on Hathaway St. from Belleville Ave. to Riverside Ave., on Riverside Ave. from Hathaway St. to Coffin Ave., on Coggeshall St. from Acushnet Ave. to Belleville Ave., and on Belleville Ave. from Coggeshall St. to Hathaway St. (New Bedford) (In tracts 6503, 6504, 6505, 6506, 6507, and 6512)

PITTSFIELD, MASS., SMSA

MRC No. 1—Includes the planned center known as “Allendale Shopping Center” and establishments on Dalton Ave. from Thorndike Ave. to Meadowview Dr., on Crane Ave. from Dalton Ave. to Penn Central RR., on Merrill Rd. from Dalton Ave. to Penn Central RR., and on Cheshire Rd. from Patricia Ave. to Crane Ave. (Pittsfield) (In tracts 9010 and 9011)

SPRINGFIELD—CHICOPEE—HOLYOKE, MASS.-CONN. SMSA

MRC No. 1—Includes the planned center known as “Century Shopping Center” and establishments on Memorial Ave. from the Memorial Avenue Bridge to Union St. (West Springfield) (In tract 8123)

MRC No. 2—Includes the planned center known as “Springfield Plaza” and establishments on Liberty St. from the Springfield city limits to Hartley St. (Springfield) (In tract 8003)

MRC No. 3—Includes the planned center known as “Fairfield Mall” and establishments in the area bounded by Donahue Rd., Sheridan, Massachusetts Tpke. (I-90), and the west side of Memorial Dr. (Chicopee) (In tract 8106.01)

MRC No. 4—Includes the planned centers known as “Eastfield Mall” and “Springdale Mall” and establishments on Boston Rd. from Biddle St. to Parker St. (Springfield) (In tract 8015.03)

WORCESTER, MASS., SMSA

MRC No. 2—Includes the planned center known as “Auburn Mall” and establishments in the area bounded by Southbridge St., Swanson Rd., Auburn St., and Interstate 90. (Auburn town) (In tract 7365)

APPENDIX F. Major Retail Center Delineation by Geographic Areas

[Delineation identification symbols: "CSAC"—Census Statistical Areas Committee, "F"—Bureau of the Census, Field Division, and "N"—no delineation since area had no MRC's in 1977. For definition of each SMSA, see appendix D]

AREA	MRC DELINEATOR
Boston SMSA	CSAC
Brockton SMSA	CSAC
Fall River SMSA	CSAC
Fitchburg-Leominster SMSA	CSAC
Lawrence-Haverhill SMSA	F
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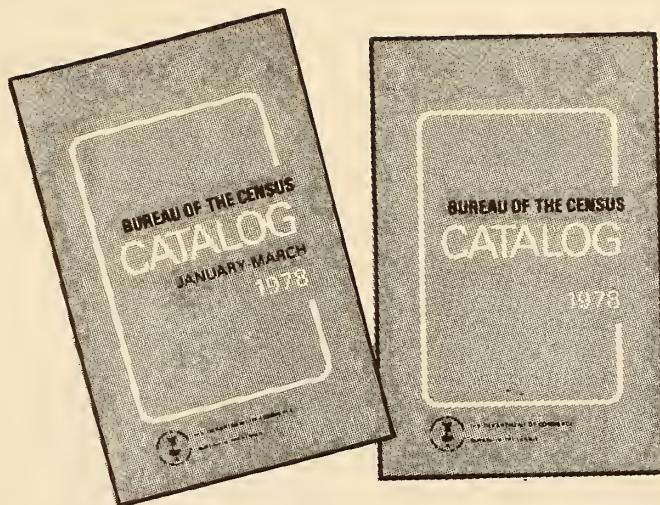
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PUBLICATION PROGRAM

1977 CENSUS OF RETAIL TRADE

Publications of the 1977 Census of Retail Trade, containing data on retail establishments in the United States, are described below. Publications order forms for the specific reports may be obtained from any Department of Commerce district office or from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.

Advance geographic area data from the 1977 census were issued in press releases. Final detailed statistics are issued in separate paperbound reports. These reports subsequently are assembled and reissued in cloth-bound volumes.

Final Reports

Geographic Area series—52 reports (RC77-A-1 to -52)

A separate paperbound report is being published for each State, the District of Columbia, and the United States. Each report contains general statistics on number of establishments, sales, payroll, employment, and number of proprietorships and partnerships for the State by detailed kinds of business; and for SMSA's, all counties, and cities with 500 retail establishments or more by kind-of-business detail appropriate to the size of the area. For all cities of 2,500 inhabitants or more and for all counties, in addition to the above census data items for total retail trade, statistics are furnished on number of establishments and sales for the 10 major kind-of-business groups. For each State, 1972 and 1977 comparisons show sales per establishment, sales per employee, payroll per employee, and number of employees per establishment as well as percent changes in sales, payroll, and employment between 1972 and 1977. Also published (for 1977 only) are sales per capita and the number of inhabitants per establishment.

Subject series—2 reports (RC77-S-1 and -2)

The first report (RC77-S-1) presents data based on size of establishment, size of company or firm (firm size is based on all establishments operated by a firm within the same kind of business, or kind-of-business group, for which data are presented), and legal form of organization. Establishment statistics are presented by sales size and by employment size; statistics for firms, by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits). Statistics are presented, by kind of business, on the number of establishments, sales, payroll, and employment for the United States.

A miscellaneous subjects report (RC77-S-2) contains data on eating and drinking places, gasoline service stations and liquified petroleum (LP) gas dealers, and other miscellaneous subjects. Data are presented for the United States as a whole and, where feasible, for States and SMSA's.

Major Retail Center series—49 reports (RC77-C-1 to -49)

A separate report is being issued for the District of Columbia and each State, except for Vermont and Wyoming which have no SMSA's. Each report presents statistics by varied kind-of-business detail on number, sales, payroll, and employment for retail establishments.

Data are shown for each SMSA in the State, each central city and all other SMSA cities of 50,000 inhabitants or more, each central business district (CBD), and each major retail center (MRC) in the SMSA. Percent change in sales, 1972 to 1977, and percent distribution of 1977 sales are presented by kind of business for CBD's, cities, and SMSA's in areas which have CBD's with 100 or more retail establishments. Maps show the total area covered, define the CBD's, and locate the MRC's in each SMSA.

Merchandise Line Sales—1 report (RC77-L)

A single report is being issued for the United States. Data for States, SMSA's, and the area within the State outside of any SMSA are to be issued on microfiche on a State-by-State basis. Tables present data for each kind of business for employer establishments, and show for each merchandise line the number of establishments handling the line and their sales of the line; the percentage of total sales of the kind of business accounted for by each of the lines carried; and, for establishments actually handling a specific line, the percentage of their total sales represented by sales of that line. Summary data are also provided for the 31 broad merchandise lines asked of all retailers, including counts of establishments and the amount and percent of the line sold by various kinds of retail businesses.

Final Report Volumes

- Volume I. Retail Trade—Summary Statistics. Includes data previously issued in series RC77-S and RC77-L.
- Volume II. Retail Trade—Geographic Area Statistics. Includes data previously issued in series RC77-A.
- Volume III. Retail Trade—Major Retail Centers. Includes data previously issued in series RC77-C.

Microfiche

In addition to microfiche of all "published" retail trade data, some "unpublished" data which are not included in printed reports are available on microfiche.

Computer Tapes

Public-use computer tapes contain the same summary statistics that are found in the published reports. Public-use computer tapes are available for users who wish to summarize, rearrange, or process large amounts of data.

OTHER ECONOMIC CENSUSES REPORTS

Data on wholesale trade, service industries, construction industries, manufactures, mineral industries, enterprise statistics, minority-owned businesses, women-owned businesses, and transportation also are issued as part of the 1977 Economic Censuses. A separate series of reports covers the censuses of outlying areas—Puerto Rico, Virgin Islands of the United States, and Guam. Separate announcements describing these reports are available free of charge from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.

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